Heritage Tourism

Course Number:	LEI6351 | Section S21M | Class number 22911
Meeting Location:	Florida Gym – Classroom 225
Meeting Day/Time:	Wednesdays from 4:05PM-7:05PM (Periods 9-11)
Instructor:	Michael Murphy | mmurphy@hhp.ufl.edu | 352-294-1621
Office Hours:	Mondays 12pm-1pm | Thursdays 4:30pm-5:30pm | and by appointment
Office Location:	Florida Gym - room 150
Department Chair:	Dr. Rachel Fu | racheljuichifu@ufl.edu | 352-294-1661

COURSE DESCRIPTION

Theory, practice, history, terminology, and current issues of cultural heritage tourism planning and management will be examined. Additionally, basic survey of cultural and heritage components: motives and behaviors of heritage tourist attractions (museums, arts, festivals/events, urban/rural areas, and landscapes), interpretation, economics, and policies will be discussed.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

1. Define and explain the terminology and concepts of cultural heritage tourism and how it relates to generic tourism.
2. Explain and discuss the history and development of historical and cultural attractions and the demand for recreation and tourism opportunities at such attractions.
3. Identify and explain the demand-supply, motives, economic benefits, and sustainability issues inherent in long-term and successful heritage tourism developments.
4. Identify and discuss cultural issues related to host-guest interactions, relationships, and responsibilities.
5. Apply the principles and concepts associated with basic planning, management, and policy guidelines for cultural and heritage tourism development from a national and international perspective.
6. Apply the dynamics of group decision-making, and improve problem solving abilities.
7. Illustrate, through assignments and course discussion, ability to communicate heritage tourism topics in oral and written form.

REQUIRED TEXTBOOKS

Two primary textbooks will be used throughout the semester. Use of electronic or hard copies are both acceptable; the latest editions are preferred as they have been recently updated with relevant material. Purchase of the two textbooks is recommended, but copies are available on course reserve through the UF libraries.

- du Cross, Hilary & McKercher, Bob (2020). *Cultural Tourism* (3rd Edition). New York, NY: Routledge. ISBN 9780367229016
  - A copy of this book is available at the Library West Course Reserve desk.
- Timothy, Dallen J. (2020). *Cultural Heritage and Tourism: An Introduction* (2nd Edition). Blue Ridge Summit: Channel View Publications. ISBN 9781845417703
  - Electronic version available for free through UF libraries: https://www.degruyter.com/document/doi/10.21832/9781845417727/html

REQUIRED CASES

Students should purchase and download the following three case studies from the Harvard Business Review website: https://hbsp.harvard.edu/import/894695. This links to a course pack for a discounted price ($12.75).

- De La Fuente, R., Nami, R., Hachem, M., Khattar, R., & Zeidan, T. (2015) *Tatev Revival Project, Armenia.* Richard Ivey School of Business, The University of Western Ontario. https://store.hbr.org/product/tatev-revival-project/W14789
- Farhoomand, M. (2008). *China's Interlaken: Competitive Advantage Through Cultural Replication*. The Asia Case Research Centre, The University of Hong Kong. https://store.hbr.org/product/china-s-interlaken-competitive-advantage-through-cultural-replication/HKU714
- Tso, P. (2006). *Urban Renewal of Wan Chai, Hong Kong: A Collision of People and Policy.* The Asia Case Research Centre, The University of Hong Kong. https://store.hbr.org/product/urban-renewal-of-wan-chai-a-collision-of-people-policy/HKU609

Additional readings will be assigned on a weekly basis (see outline of topics). Readings will be available in the course Canvas (e-learning) page: https://elearning.ufl.edu/.

GRADING

Students will be evaluated through class participation, written reflection briefs, topical presentations, performance as weekly discussion leader, case analysis projects, and final research paper/presentation.

Assessment	***Percentage of Final Grade***
Class Participation (attendance/discussion)	15%
Short Assignments (reflection Briefs, topic presentations, etc.)	20%
Performance as weekly Discussion Leader	10%
Case Analysis (presentation/paper)	15%
Final Research Paper	35%
Final Research Paper Presentation	5%

GRADING POLICY

Percent	***Grade***	***Grade Points***
92.0 - 100	A	4.00
90.0 - 91.99	A-	3.67
87.0 - 89.99	B+	3.33
82.0 – 86.99	B	3.00
80.0 - 81.99	B-	2.67
77.0 - 79.99	C+	2.33
72.0 – 76.99	C	2.00
70.0 - 71.99	C-	1.67
67.0 - 69.99	D+	1.33
62.0 - 66.99	D	1.00
60.0 - 61.99	D-	0.67
0 - 59.99	E	0.00

More information on UF grading policy may be found at: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.

COURSE AND UNIVERSITY POLICIES

CLASS POLICIES

- Attendance in class is mandatory. Students will need to provide written excuse for missing class. More than three unexcused absences will result in the final grade being dropped one letter. You are expected to come to class on time, prepared, and ready to participate. Requirements for class attendance and make-up assignments are consistent with university policies https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/. Excused absences must be consistent with university policies in the Graduate Catalog (https://catalog.ufl.edu/graduate/regulations/) and require appropriate documentation.
- Late assignments will be not be accepted. All work turned in for this course is expected to be of professional quality in content and presentation.
- Extra credit will not be given. Grades will not be rounded up.

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting the Get Started page at https://disability.ufl.edu/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students on the Gator Evals page (https://gatorevals.aa.ufl.edu/).

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, **"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."** On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: **"On my honor, I have neither given nor received unauthorized aid in doing this assignment."** The Honor Code (https://sccr.dso.ufl.edu/process/student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

CLASS RECORDINGS

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

UNIVERSITY COVID-19 POLICY

In response to COVID-19, the following policies are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Hand sanitizing stations are in every classroom.
- If you are experiencing COVID-19 symptoms (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html), please use the UF Health screening system (https://coronavirus.ufhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/) and follow the instructions on whether you are able to attend class.
    - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

GETTING HELP

Health and Wellness

- U Matter, We Care (https://care.dso.ufl.edu/): If you or a friend is in distress, please contact umatter@ufl.edu or call 352-392-1575.
- Contact My Instructor Service: https://care.dso.ufl.edu/instructor-notifications/
- Counseling and Wellness Center: https://counseling.ufl.edu/, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://elearning.ufl.edu/

- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, https://uflib.ufl.edu/find/ask/. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/

Student Complaints:

- On-Campus Students: https://sccr.dso.ufl.edu/
- On-Line Students: http://distance.ufl.edu/student-complaint-process/

COURSE FORMAT AND REQUIREMENTS

COURSE FORMAT

This seminar-oriented class will be based upon student participation & discussion, case analysis, guest speakers, and other supplementary materials. Short assignments (in/out-of-class) will be given during the semester. Exams will not be administered, except for the final which will be a comprehensive research paper and presentation.

PARTICIPATION

Readings will be assigned throughout the semester and it is important to keep up with the assigned readings to enhance your understanding of the course content. Each student is expected to share in discussion and express ideas and opinions relevant to the topic during the course. For this reason, the instructor expects all students to attend class every week having not only read the assigned materials, but also prepared to contribute to discussion. Participation in class is highly recommended and encouraged to facilitate ideas and concepts as numerous group and individual case study analysis, presentations and research papers will be used. The class participation grade is based on responses, ideas and informed opinions expressed by the student in class.

WEEKLY DISCUSSION LEADER

For most class periods, there will be discussion leaders (group of two/three students) who will be responsible for leading the class discussion on assigned readings. Based on the week's topic, the discussion leaders will prepare a brief analysis/synopsis and stimulate class discussion. The discussion leaders may elect to lay more emphasis on certain assigned readings; however, all the readings should be integrated. Analysis should draw attention to the importance of the topic, the conceptual/theoretical orientation of the article/s, and ideas or concepts that seem to be controversial and subsequently fosters discussion. It is required for the weekly leaders to meet with the instructor to discuss the readings prior to the day of the class.

SHORT ASSIGNMENTS

Each week, students will receive a short assignment to encourage various forms of active participation in class or written assignments to be completed before class. The type of assignment will vary from week to week depending on the topic. Examples:

- Brief PowerPoint presentation on a specific assigned topic (3-4 slides; 5-7 minutes in length).
- Discussion questions/observations from the readings (3-4 written remarks submitted prior to class).
- Reflection brief – written response to the weekly readings based on prompts/questions provided by the instructor (approximately 450 words but no more than 2 pages, double-spaced).

CASE STUDY ANALYSIS

Cases will be analyzed in teams and will be responsible for the following:

- Analyze a case study and deliver oral presentations and written analysis which is to be submitted on the day of the presentation. Late assignments will not be accepted.
- Oral presentation is limited to 20 minutes. All team members must participate in the presentation. Written analysis is limited to 6 double-spaced typewritten pages, excluding appendices which are limited to 4 pages.
- An update of the case since it was written. New information can be accessed through various mediums, such as the internet and other publication outlets.
- Although each team will be responsible for a written and oral presentation, all students are required to read and come prepared to class on the day of the case presentation.
- Students will be graded by the quality and thoroughness of the article(s) summary, use of additional sources, the quality of discussion and the respective paper.
- More details about the Case Studies will be communicated in class.

FINAL RESEARCH PAPER (Due: April 13)

Each student is required to submit a research paper based on an in-depth examination of a heritage tourism subject. The topic may be based on one of the major topics covered in class. However, each student is **required** to get prior approval of the topic from the instructor by submitting an outline (1-2 pages) for the proposed paper. There is a **final deadline** (March 2) with respect to topic approval, but an early start is highly recommended. Each student is expected to make a 20-minute presentation of their paper and respond to questions for 5 minutes during the last two class periods. Also, if needed, presentations may be also scheduled during the formal exam period.

As a guideline, graduate students are expected to complete a minimum of 15 pages with 15-20 references from journal articles. The paper must be typed in APA format with 1-inch margins, double-spaced pages and should at least include the following sections:

I. Introduction
   - Importance of study to topic
   - Direction of the research paper
   - Objective (“problem statement’)

II. Related Literature Review
   - Theoretical foundation
   - Synthesis of literature review

III. Case Study or Methods and Results

IV. Discussion and Conclusion
   - Comparison of results/analysis with the literature
   - Answers to “so what questions”
   - Identification of further research areas

V. References

WEEKLY SCHEDULE & ASSIGNMENT DEADLINES

******The weekly schedule and assignment deadlines are tentative and subject to modifications if necessary. Updates will be provided in class, via email, and/or on Canvas.**

Due Date	Topic	Assignment(s)
January 5	Introduction to the Course: Outline, Requirements, and Expectations	
January 12	Introduction to Tourism, Culture, and Heritage	Short Assignment 1
January 19	Heritage Tourism & Tourists: Motives and Typology	Short Assignment 2
January 26	Tourism and Cultural Heritage Management: Issues and Impacts	Short Assignment 3
February 2	Heritage and Authenticity	Short Assignment 4 Case Study Analysis: China's Interlaken
February 9	Stakeholder Collaboration and Cultural Heritage Management	Short Assignment 5 Case Study Analysis: Tatev Revival Project
February 16	Cultural Heritage Attractions: Urban/Rural Areas & Cultural Landscapes	Short Assignment 6 Case Study Analysis: Urban Renewal of Wan Chai
February 23	Cultural Heritage Attractions: Arts/Festivals/Events/People	Short Assignment 7
March 2	Cultural Heritage Tourism in the American Context (Part 1)	Short Assignment 8 Research Paper Topic Approval
March 9	*No Class – Spring Break*	
March 16	Cultural Heritage Tourism in the American Context (Part 2)	Short Assignment 9
March 23	Business of Cultural Heritage Tourism	Short Assignment 10
March 30	World Heritage Sites: Issues, Concerns & Challenges	Short Assignment 11
April 6	World Heritage Sites: Country Context Reviews	Short Assignment 12
April 13	Research Paper Presentations	Final Research Paper
April 20	Research Paper Presentations	
April 29 *(if needed)*	Research Paper Presentations	

WEEKLY READINGS

Weekly readings will be assigned from the textbooks and supplemented with articles posted on the Canvas page. A weekly schedule will be posted at the start of the semester.

RESOURCES

Websites of Interest:

- United Nations Educational, Scientific and Cultural Organization (UNESCO) http://www.unesco.org/
- UNESCO – World Heritage Convention http://whc.unesco.org/
- World Monuments Fund http://www.wmf.org
- International Council on Monuments and Sites http://www.icomos.org/en/
- United States Committee of the International Council on Monuments and Sites https://usicomos.org/
- International Centre for the Study of the Preservation and Restoration of Cultural Property http://www.iccrom.org
- National Trust for Historic Preservation https://savingplaces.org/
- Florida Trust for Historic Preservation https://www.floridatrust.org/
- ForeSite Consulting, LLC – Cultural Heritage Destination Consultant http://heritagearearesources.com/
- National Park Service – History http://www.nps.gov/history/
- National Assembly of State Arts Agencies http://www.nasaa-arts.org
- State of Florida – Division of Historical Resources http://dos.myflorida.com/historical/