

**Department of:** Health and Leisure New X Revised \_\_\_  
**Course No.:** TR180 Fall, 1998  
**Title of Course:** Cultural Heritage Tourism: An Introduction

**I. Course Description:**

An overview of the concepts of cultural and heritage tourism and a description of the history of the tourism industry. (3 credits)

**II. Prerequisites: None**

**III. Course Objectives: Upon completion of the course the student shall be able to:**

- A. Identify and define the basic concepts of cultural and heritage tourism both at the national and international level. (University Studies Objective 5)
- B. Discover the varieties of cultural and heritage tourism through field experiences. (University Studies Objective 9)
- C. Contrast the urban and rural tourist experience. (University Studies Objective 6)
- D. Classify the social and demographic characteristics of cultural heritage tourists. (University Studies Objective 2)

**IV. Expectations of the Student:**

- A. To read assigned materials, utilize library and electronic information, and participate in group activities such as field trips.
- B. To complete all assignments in a timely, professional manner.

**V. Course Content:**

		<u>Hours</u>
Unit 1	Travel and Tourism Basic Concepts	3
	<ul style="list-style-type: none"> <li>A. Definition of Travel</li> <li>B. Definition of Tourism</li> <li>C. History of Tourism               <ul style="list-style-type: none"> <li>1. First Tourism or Travel Agency - Cook</li> <li>2. First Travel Guide Book - Baedeker</li> </ul> </li> <li>D. Variety of Types of Tourism</li> </ul>	
Unit II	Typology of Tourism by Cohen	2
	<ul style="list-style-type: none"> <li>A. Organized Mass Tourism</li> <li>B. Individual Mass Tourism</li> <li>C. Tourists as Explorers</li> <li>D. Tourists as Drifters</li> </ul>	

Unit III	<p>Cultural Tourism</p> <p>A. Definition of Culture</p> <p>B. Models of Culture</p> <p>C. Classification system by Smith</p> <p>D. “Life - seeing” Tourism</p> <p>E. Cultural Tourism Field Trip</p>	12
Unit IV	<p>Heritage Tourism</p> <p>A. Definition of Heritage</p> <p>B. Typology of Heritage Tourism</p> <p>C. Issues: Authenticity vs. Inauthenticity</p> <p>D. Issues: Whose heritage?</p> <p>E. Heritage Tourism Field Trip</p>	12
Unit V	<p>Urban Tourism</p> <p>A. Complexity of Urban Spaces and Tourism</p> <p>B. Gunn’s Model of Urban Tourism</p> <p>C. Types of Urban Tourism</p> <ol style="list-style-type: none"> <li>1. Human Modified Natural Features</li> <li>2. Historic Districts</li> <li>3. Landmarks</li> <li>4. Shopping Streets - Promenades</li> <li>5. Ethnic Neighborhoods</li> <li>6. Historic Event Sites</li> <li>7. Parks</li> </ol>	4
Unit VI	<p>Rural Tourism</p> <p>A. Character of Rural Spaces, <i>e.g.</i> small towns, farm landscapes, forests, and wilderness</p> <p>B. Types of Rural Tourism</p> <ol style="list-style-type: none"> <li>1. Ethnic Tourism, <i>e.g.</i> Amish communities</li> <li>2. Material Cultural Landscapes, <i>e.g.</i> house types, barns, bridges, churches, and cemeteries</li> </ol>	6
Unit VII	<p>Social and Demographic Characteristics of Cultural Heritage Tourists</p> <p>A. Income and Class Distinctions</p> <p>B. Educational Profile</p> <p>C. Age Characteristics</p> <p>D. Group Size and Family Composition</p> <p>E. Accommodations</p>	3

Unit VIII	Cultural Heritage Decision Making and Types of Heritage Tourist	3
	A. Tourist Preferences	
	B. Repeat Visiting	
	C. Types	
	1. General Heritage Consumer	
	2. Heritage Enthusiast	
	D. Impacts from Cultural-Heritage Tourism Development	
	Total	45

**VI. Textbook(s):**  
Richard Prentice, *Tourism and Heritage Attractions*, London: Routledge, 1993.

**VII. Basis for Student Evaluation:**

Exams	70%
Oral and Written Assignments and Quizzes	10%
Class Participation in Field experiences	<u>20%</u>
	100%