

CULT 3015 HERITAGE AND TOURISM

Credit Points 10

Legacy Code 101599

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Description In 2023 this subject is replaced by TOUR 3002 - Cultural Tourism and Events. This subject examines the relationship between heritage (both cultural and natural) resources and tourism. It firstly provides an introduction to contemporary issues in heritage and tourism management. Secondly, it investigates the phenomenon of heritage and tourism - its nature, the market, visitors, the issues in planning and management - in the context of sustainable tourism praxis in Australia (and globally) as well as in the context of local communities.

School Social Sciences

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Incompatible Subjects LGYA 6066 Cultural Heritage and Tourism LGYA 1269 Cultural Heritage and Tourism

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the nature and issues of heritage resources in relation to tourism planning and management practices in Australia.
2. Analyse the complexities of heritage tourism including its nature, the market, visitor characteristics & motivations, the planning dimensions, attraction types & the issues surrounding these (especially politics in government policies, guidelines & regulations).
3. Examine the principles and issues of heritage management with particular reference to sustainable tourism planning and visitor management.
4. Apply these various understandings and principles to case-studies & in particular field work at The Rocks, Sydney.

Subject Content

- Key concepts: What is heritage ? definitions, nature, uses ? plus key concepts (identity, power, discourse, authenticity, visibility)
- Key management processes: Cultural Heritage Management ? principles, planning, stakeholders, community consultation, visitor issues, dealing with change (national and international context)
- Key tourism components: Heritage/cultural tourism - its nature, the market, visitor characteristics & motivations, the planning dimensions, attraction types & the issues surrounding these (especially politics in government policies, guidelines & regulations).
- Key Issues: The politics of heritage tourism, the political economy of heritage tourism, Heritage tourism in a global context: (case study based explorations ? Diaspora, pilgrimage, the exotic ?eother?f, than tourism) Application: the application of contemporary heritage tourism theory & practice in ?real world?f case-studies within Sydney (The Rocks).

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Poster	500 word written summary of the content of the poster + poster	30	N	Individual	Y
Debate	5 minutes per speaker and 1500 words for written summary	30	N	Individual	Y
Intra-session Exam	3 hours, 1000 words	40	N	Individual	Y