



## **DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT**

(VALUE ADDED COURSE)

- ✚ **COURSE NAME :** CULTURAL HERITAGE TOURISM MANAGEMENT
- ✚ **COURSE CODE :** THMCHTM02
- ✚ **DURATION :** 30 Hours
- ✚ **TARGET PARTICIPANTS :** MBA., (TM) STUDENTS

### OBJECTIVES

1. Understand the significance of cultural heritage in tourism and its role in shaping destination attractiveness.
2. Develop knowledge and skills in cultural heritage conservation, preservation, and sustainable management.
3. Explore effective strategies for interpreting cultural heritage to enhance visitor engagement and education.
4. Analyze the impact of cultural heritage tourism on local communities and develop strategies for positive socio-economic outcomes.
5. Apply marketing principles to promote and sustain cultural heritage destinations in a globalized tourism context.

### LEARNING OUTCOMES

1. Students will articulate the importance of cultural heritage in tourism, demonstrating a comprehensive understanding of its various forms and values.
2. Students will apply conservation and preservation techniques, critically assessing their effectiveness in maintaining the integrity of cultural heritage sites.
3. Students can design and implement interpretive strategies for cultural heritage attractions, showcasing effective communication and education skills.
4. Students will evaluate the socio-economic impact of cultural heritage tourism on local communities and propose strategies for community involvement and benefit.
5. Students will develop a marketing plan for a cultural heritage destination, incorporating digital marketing and sustainable practices to attract a diverse range of visitors.

### SUMMARY OF THE CONTENTS:

The content covers the basics of Cultural Heritage Tourism, including definitions and types of cultural heritage. It delves into conservation and preservation principles, cultural heritage interpretation strategies, management of attractions, community involvement, socio-economic impacts, and marketing strategies such as branding and digital promotion.

### DETAILS OF THE COURSE COORDINATOR:

**Dr. S. SRIDEVI,**  
 TEACHING ASSISTANT,  
 DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT,  
 ALAGAPPA UNIVERSITY.

VALUE ADDED COURSE		Hours
Course Code	THMCHTM02	<b>CULTURAL HERITAGE TOURISM MANAGEMENT</b> <b>30</b>
<b>Unit – I</b>		
<b>Objective 1</b>	Understand the significance of cultural heritage in tourism and its role in shaping destination attractiveness.	
Introduction to cultural heritage tourism- definition and significance of cultural heritage in tourism- types of cultural heritage (tangible and intangible)- conceptual partnership between cultural heritage and tourism and the heritage tourism supply-type of heritage attractions.		
<b>Outcome 1</b>	Students will articulate the importance of cultural heritage in tourism, demonstrating a comprehensive understanding of its various forms and values.	<b>K2</b>
<b>Unit – II</b>		
<b>Objective 2</b>	Develop knowledge and skills in cultural heritage conservation, preservation, and sustainable management.	
World Heritage Sites, impacts of heritage tourism-conservation and preservation of cultural heritage- principles of conservation- preservation techniques and technologies.		
<b>Outcome 2</b>	Students will apply conservation and preservation techniques, critically assessing their effectiveness in maintaining the integrity of cultural heritage sites.	<b>K4</b>
<b>Unit – III</b>		
<b>Objective 3</b>	Explore effective strategies for interpreting cultural heritage to enhance visitor engagement and education.	
Cultural heritage interpretation- strategies for interpretation - visitor engagement and education-planning and development for heritage tourism- managing cultural heritage attractions- site management planning - visitor management and crowd control-managing heritage tourism-ownership and economics.		
<b>Outcome 3</b>	Students will design and implement interpretive strategies for cultural heritage attractions, showcasing effective communication and education skills.	<b>K5</b>
<b>Unit – IV</b>		
<b>Objective 4</b>	Analyze the impact of cultural heritage tourism on local communities and develop strategies for positive socio-economic outcomes.	
Community involvement and socio-economic impact- importance of community in cultural heritage tourism- addressing socio-economic impact of tourism-managing heritage tourism: visitor management, legal aspects and zoning.		
<b>Outcome 4</b>	Students will evaluate the socio-economic impact of cultural heritage tourism on local communities and propose strategies for community involvement and benefit.	<b>K5</b>
<b>Unit – V</b>		
<b>Objective 5</b>	Apply marketing principles to promote and sustain cultural heritage destinations in a globalized tourism context.	
Heritage marketing heritage visitor characteristics and motivations-marketing strategies for cultural heritage tourism- branding and positioning - digital marketing and social media in cultural heritage promotion.		
<b>Outcome 5</b>	Students will develop a marketing plan for a cultural heritage destination, incorporating digital marketing and sustainable practices to attract a diverse range of visitors.	<b>K6</b>
<b>Suggested Readings:</b>		
"Cultural Tourism" by Milena Ivanovic.		
"Cultural Heritage Tourism: Five Steps for Success and Sustainability" by Cheryl Hargrove.		
"Interpreting Heritage: A Guide to Planning and Practice" by Steve Message.		
"Cultural Heritage and Tourism: An Introduction" by Dallen J. Timothy and Nao Rae Kim.		

"Cultural Tourism Research Methods" by Greg Richards and Julie Wilson.  
 "Heritage Cuisines: Traditions, Identities, and Tourism" by Shin Joung Yeo.  
 "Cultural Heritage, Tourism and Handicrafts" by Anil Kumar Thakur.

**Online Resources:**

<https://egyankosh.ac.in/bitstream/123456789/65765/1/Unit-7.pdf>

<https://www.jstor.org/stable/26552313>

<b>K1-Knowledge</b>	<b>K2-Understanding</b>	<b>K3-Apply</b>	<b>K4-Analyze</b>	<b>K5-Evaluate</b>	<b>K6-Create</b>
<b>Course designed by: Dr. S. Sridevi</b>					

**Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
CO4	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
CO5	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
<b>W.AV</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.6</b>	<b>2</b>	<b>3</b>	<b>2</b>

**S-Strong (3), M-Medium (2), L-Low (1)**

**Mapping Course Outcome VS Programme Specific Outcomes**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	M(2)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	M(2)
CO5	S(3)	M(2)	S(3)	S(3)	M(2)
<b>W.AV</b>	<b>3</b>	<b>2.6</b>	<b>3</b>	<b>3</b>	<b>2.6</b>

**S-Strong (3), M-Medium (2), L-Low (1)**