

PRE-REQUISITE

THM-105: Cultural History of Pakistan and THM-204 Pakistan Tourist Destination

LEARNING OUTCOMES:

1. To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management.
2. To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism.
3. To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments.
4. To an intellectual framework in order to understand the consumption of heritage tourism products and activities.

CONTENTS

In this there is a shift from managing the heritage resources for tourism to managing the tourism processes, venues and products in terms of how tourists make use of and 'consume' heritage. The module will encourage you, the student, to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the 'heritage industry' and consider international and national policies, charters and legislation regarding heritage tourism.

Module-1 General Introduction:

Definitions, historical background, scope and importance of Cultural Resource Management.

Module-2 Cultural Heritage Management: theories and methods:

Provides a theoretical framework and examines issues of evaluation, legislation, and communication to foster global responsibility and present integrative approaches to managing heritage.

Module-3 Cultural Heritage Documentation and Presentation:

Deals with the approaches and techniques used for the identification, documentation, interpretation and presentation of cultural heritage sites and materials. The module takes critical approaches to the ideas of heritage and to the interpretation of heritage resources. Site inspections will expose students to contemporary professional practice in the field as well as to the experience of being "heritage consumers". Assignments will enable practice in applying the techniques to real situations.

Module-4 Heritage Tourism:

Defining heritage tourism and understanding the links between heritage and tourism histories of heritage tourism management, the development of heritage tourism organizations and agencies, key issues and the different types of heritage tourism, heritage tourism development as a process, planning and management.

Module-5 Cultural Heritage Planning and Development:

Explores practical approaches and methods to heritage development and planning with emphasis on the integration of related disciplines to attain environmentally sound and socially responsible preservation, management and development initiatives.

Module-6 The Museums:

Covers various modules that deal with the museum philosophy, policy, function, and structure. Topics like code of conduct and professional standards in museums, collection management, museum documentation, and computerization of museum records, exhibition policies, museum environment and its control. Methods and standards in the treatment of museum artifacts are specially emphasized in this module. Role and services are also covered.

Module-7 Preventive Conservation:

Covers all aspects of the storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc. The module focuses on issues related to preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, oddy tests, and stable storage materials. Students will take an environmental monitoring project and collection condition survey as Module of this course.

Module-8 Conservation Projects Management:

Looks at collections management and condition surveys, and at the commissioning, planning and management of conservation projects. History of structures, survey techniques and report writing, assessment and diagnosis of structural failure, repair techniques: philosophy and technology, maintenance programmes, environmental control and monitoring, case studies: structural problems in selected building types.

Module-9 Information Technology in Heritage Management:

Provides the students with the basic theory and principles of various types of information technologies, including database management systems, GIS etc. The course focuses on the application of these techniques in the documentation, conservation and management of cultural heritage.

Module-10 Special Topics in Cultural Heritage Management & Tourism Resources Management:

To be decided by the course instructor subject to the department approval, Aims at explaining the main aspects related to managing tourism resources including balancing tourism supply and demand, government tourism administration, role of private sector and NGOs, tourism impacts, human and financial resources, and public awareness.

Module-11 Tourism and Local Community:

Emphasis is placed on the study and analysis of the interaction processes between local community and the tourism activities in the various cultural, social and economic aspects, as well as the impact of such interaction on the change processes produced by the tourism industry among local people.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior.
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Cultural Heritage Management: A Global Perspective by Phyllis Mauch Messenger and George S. Smith.
2. Heritage: Management, Interpretation, Identity by Peter Howard.
3. Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management by Bob Mekercher and Hilary Du Cros.
4. Risk Preparedness: A Management Manual For World Cultural Heritage by Herb Stovel.
5. Management Guidelines For World Cultural Heritage Sites by Bernard M. Feilden and Jukka Jokilehto.
6. Operational Guidelines of the UNESCO World Heritage Committee.
7. Dar, S.R. Archaeology and Museums in Pakistan, Lahore, 1977.
8. Dar, S.R. Museology and Museum Problems in Pakistan, Lahore 1980.
9. Dar, S.R. Repositories of our Cultural Heritage: A Handbook of Museums in Pakistan, Lahore, 1979.