THM-202   HERITAGE MANAGEMENT   (03 Credit hrs)

PRE-REQUISITE

THM-105: Cultural History of Pakistan and THM-110 Pakistan Tourist Destination

LEARNING OUTCOMES:

After Completion of this course the students will be able to :

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

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.

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:

- Practical approaches and methods to heritage development and planning

Module-6 The Museums:

- The museum philosophy, policy, function, and structure.
- 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.

Module-7 Preventive Conservation:

- The storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc.
- Preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, tests, and stable storage materials.

Module-8 Conservation Projects Management:

- 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 programmers, environmental control and monitoring,
- Case studies: structural problems in selected building types.

Module-9 Information Technology in Heritage Management:

- Basic theory and principles of various types of information technologies, including database management systems, GIS etc.
- The application of these techniques in the documentation, conservation and management of cultural heritage.

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. Feilden, B. M., & Jokilehto, J. (2019). Management guidelines for world cultural heritage sites. 1998. *Historic Cities: Issues in Urban Conservation*, *8*, 425.
2. Messenger, P. M., & Smith, G. S. (2010). Cultural Heritage Management. *A Global Perspective Series.*
3. Howard, P. (2003). *Heritage: management, interpretation, identity*. Bloomsbury Publishing.
4. McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
Stovel, H. (1998). *Risk preparedness: a management manual for world cultural heritage*.