

HTM503: Cultural Tourism Management

Unit code:L/617/5719

RQF level: 5

Unit Aims

The unit provides learners with the knowledge and understanding of the cultural and heritage sector in the travel and tourism industry. This unit provides learners with an in-depth understanding of the growth and development of the cultural and heritage sector and the potential conflicts which could arise within the sector. Learners will have the opportunity to investigate the role and scope of the sector and its impacts on management.

Learning Outcomes and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able		Assessment Criteria. Assessment of these outcomes demonstrates a learner can:	
1	Evaluate the development and purpose of the heritage and cultural sector in the travel and tourism industry.	1.1	Evaluate the growth and development of the heritage and cultural sector.
		1.2	Assess potential conflicts in the management of heritage and cultural resources and their resolution.
		1.3	Explain the purpose of heritage and cultural attractions in meeting the needs of different customers.
2.	Understand the roles and responsibilities of organisations in the heritage and cultural sector.	2.1	Evaluate the impact of different types of ownership on the management of heritage and cultural sites.
		2.2	Explain the roles and responsibilities of organisations in the heritage and cultural industry.
3.	Evaluate the role and methods of interpreting the visitor experience within the heritage and culture sector.	3.1	Explain the significance of interpreting the visitor experience.
		3.2	Explain the role of methods of interpretation within the sector.
		3.3	Evaluate the methods and media used for interpretation for tourists.

Indictive Content

- Heritage and cultural industry
- Potential conflicts
- Needs of different customers
- Different types of ownership
- Roles and responsibilities of organisations
- Methods of interpreting the visitor experience
- Impact of media on tourism

Suggested Reading

McKercher, B. and Du Cros, H. (2012). Cultural tourism. Abingdon, Oxon: Routledge.

Du Cros, H. and McKercher, B. (2015). Cultural Tourism. Abingdon, Oxon: Routledge.

Timothy, D. (2016). Managing heritage and cultural tourism resources. London: Routledge.

Richards, G., Dupeyras, A. and Hyungwan, K. (2009). The impact of culture on tourism. Paris: OECD