University of Jordan/Aqaba
Faculty of Tourism and Hospitality
Department of Travel and Tourism Management

Course Syllabus
Religious and Historical Tourism in Jordan
5301215

[2nd Semester 2015/2016]
[Class Room No. 202]
[Sun –Tue – Thur 08:00 – 09:00]

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⊕ Course Description:
This course aims to provide a comprehensive review of the main issues and concepts relating to heritage tourism. It considers the heritage tourism broadly to include culture and nature in both urban and rural contexts, and presents an in-depth discussion of important global issues. The course provides a balanced view of both theoretical issues and applied subjects that managers must deal with on a daily basis.

⊕ Course Objectives:
This course will help students to:
-   Develop critical awareness of the role of heritage tourism.
-   Develop familiarity with concepts of heritage tourism.
-   Develop understanding of how heritage should be managed.
-   Develop ability to plan, develop and evaluate heritage tourism.

General Intended Learning Outcomes:

After successful completion of this course, students will be able to:

- Understand the definitions, terminology and concepts of heritage and its relationships with tourism.
- Understand heritage tourism supply by examining different categories of heritage attractions, and the contexts within which heritage exists and additional perspectives on scale from the supply perspective.
- Understand heritage tourism demand by analyzing the nature of heritage demand, visitor characteristics, visitor typology and their motivations driving to visit heritage sites.
- Acknowledge heritage tourism management by examining ownership, economics, strategies for managing visitors and residents, and heritage interpretation.
- Explain the significance of heritage marketing and the transformation process of cultural heritage assets into heritage tourism products.
- Understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Understand principles and models of interpretation.
- Build an awareness of the interpretation approaches of major heritage sites available to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourist.
- Understand a variety of interpretation techniques as a part of communications.

Required Text

Timothy, D. J. & Boyd, S. W. (2003). *Heritage Tourism*. England: Pearson Education Limited.

Additional Readings:

Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

Attendance and Participation Policy

- It is expected that each student will be present on each class day having completed the reading or other assignments. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.
- University attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.
- A student should not absent from more than 15% of the total number of meeting prescribed for the course.
- If the student absented more than 15% of the total number of meeting prescribed for the course without medical or compelling excuse acceptable by the dean, s/he will not be allowed to take the final exam, and her/his grade shall be zero (F). Accordingly, the student must re-take the course if it obligatory.
- In the case of approved excuse, the student are not allowed to absent more than 20% of the total number of meeting prescribed for the course.

- Students are asked to inform the instructor of absences in advance whenever possible.
- In the event of an absence, the student is responsible for all missed material.

Grading
- Mid-term exam 30%
- Assignments and Quizzes 20%
- Final Exam 50%

     - Attendance at exams is required for all students.

Notes: - Unexcused absence will be reported as a failure (F).

     - Make-up exams only will be offered with acceptable excuse.

➕ Course Outline

Week	Date		Topic	Readings	Specific ILOs
1	31/1	Introduction to Heritage Tourism	Introduction to the course	–	–
	2/2		The meaning of heritage and heritage tourism	Ch. 1	1. Define heritage and heritage tourism. 2. Understand the relationship between heritage and heritage tourism. 3. Discuss the development of heritage tourism. 4. Identify and understand the values and significances of heritage. 5. Identify and understand the scales of heritage.
	4/2		Modelling heritage and heritage tourism		
2	8/2		Magnitude of heritage tourism Development of heritage tourism		
	10/2		Value and significance of heritage Scales of heritage		
3	12/2	Heritage Tourism Supply	Introduction to heritage tourism supply Heritage Attractions	Ch. 2	1. Define tourism supply, and heritage tourism supply. 2. Identify and understand the various types of heritage tourism attractions. 3. Understand the settings/contexts of heritage tourism supply. 4. Identify and recognize the support services for heritage tourism. 5. Understand the scale and special variation of heritage.
	14/2		Settings/contexts of heritage supply		
	16/2		Support services for heritage tourism		
	18/2		Scale and spatial variation: Heritage Trails		
4	21/2		Scale and spatial variation: Spatial variations		
5	23/2	Heritage Tourism Demand	Heritage demand	Ch. 3	1. Define tourism demand, and heritage tourism demand. 2. Discuss the characteristics of heritage visitors. 3. Understand and discuss the motivations of heritage tourists. 4. Define latent/non-use demand of heritage tourism.
	25/2		Heritage visitor characteristics		
	28/2		Heritage visitor motivations		
	1/3		Latent demand/non–use of heritage		
6	3/3	Conserving the Past	Introduction to conservation Why conserve the past?	Ch. 4	1. Define the terms conservation and preservation. 2. Identify and understand the justifications for heritage conservation. 3. Recognize, identify, and understand different types and perspectives of conservation.
	6/3		Conservation types and perspectives		
	8/3		The conservation process Conservation legislation		

Week	Date	Unit	Topic	Ch.	Learning Outcomes
7	10/3		Conservation bodies		4. Understand the conservation process.
	13/3		Challenges to heritage conservation		5. Identify and discuss the challenges to heritage conservation.
	15/3		Impacts of heritage tourism: physical impacts		6. Identify and discuss the impacts of heritage tourism.
	17/3		Impacts of heritage tourism: sociocultural impacts		
	20/3		# Mid–term exam		
8	22/3	Managing Heritage Tourism	Introduction to heritage management Ownership	Ch. 5	1. Recognize the importance and types of ownership in heritage tourism.
	24/3		Heritage economics Sources of revenue: User fees, Special events, retailing		2. Identify the economic impacts of heritage tourism.
9	27/3		Source of revenue: Lodging and catering, Interpretation, Grants, Sponsorship, Donations, The users pays debate		3. Understand the visitor management procedures and frameworks.
	29/3		Managing staff		4. Identify and understand specific heritage management tools and techniques.
	31/3		Managing visitors		5. Discuss the sustainable heritage tourism framework.
10	3/4		Visitor management procedures and frameworks		
	5/4		Specific management tools and techniques		
	7/4				
11	10/4				
	12/4		Sustainable heritage tourism framework		
	14/4		Managing local residents		

Week	Date		Topic	Ch.	Objectives
12	17/4		Heritage marketing		
	19/4				
	21/4	Heritage Interpretation	Introduction to heritage interpretation Origins and development of interpretation	Ch. 6	1. Define the concept of interpretation and heritage interpretation. 2. Discuss the origins and development of interpretation. 3. Identify and understand the roles of interpretation. 4. Identify and understand Tilden's guiding principles of interpretation. 5. Understand the interpretation planning process.
13	24/4		The roles of interpretation		
	26/4		Interpretive planning		
	28/4				
14	1/5		Cross-cultural and special needs issues		
	3/5		Interpretive media		
	5/5				
15	8/5		Reflection and futures of heritage tourism	Ch. 9	Suggest and discuss the future of heritage tourism

Note: Schedule is subject to change with notification.