

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Heritage Management
Name of the subject in English:	Heritage Management
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-HERMAN-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of the course is to equip students with the skills that they need to manage heritage sites and various types of heritage (e.g. intangible), as well as to design experiences for visitors.

Students will be able to position heritage within the wider context of tourism management and to understand their important characteristics for attracting visitors to destinations.

After completing the course, students will be able to provide a detailed typology of heritage and their different features, as well as being able to tackle the challenges of managing them for a wide range of visitor segments. They will know how to provide a diversity of creative and exciting experiences while maintaining a reasonable economic structure on the site. By the end of the semester, students will be able to work in the attractions sector based on their knowledge and experience derived from this course as they are going to meet and prepare concrete case studies from all over the world.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides the students with the basic practice how to manage the development of World

Heritage (monuments, historic and natural) sites or handle the preservation of other heritage types. These activities always aim at the creation of tourism attractions. While maintaining the state of conservation and the environmental impacts, attention is to be paid for visitor management to avoid over-tourism. The role of local communities is crucial for the interpretation, consequently for the presentation of a site. All the mentioned activities are based on guidelines of UNESCO and its advisory bodies. during the lessons, these texts will be presented and their application will be practiced on concrete examples based on the actual knowledge and interest of the students.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students are going to meet the operational structure of the UNESCO and its Conventions as well as the related international and national organisation. They will have to get familiar with the related literature but as it is very extended, everyone is to select an area for him/herself in what he/she is interested in because of previous learning activities, home experiences or future plans. Thus the group will set up a multidimensional heritage research group. We are going to take the examples brought by the students and take them as case studies for the general knowledge acquisition. consequently, there will be discussions during the lessons and there will always be a "chairperson" who is presenting his/her own example based on which we will learn how the preservation process, heritage economy, touristic value

chain, visitor management etc. takes or should take place, what is their future that might be implemented at their site with their own help.

EVALUATION OF THE SUBJECT:

The evaluation is based on the following activities done during the term:

- o Active participation during the lessons that develops the the problem sensitivity and problem solving capabilities.
- o Group research work (of different aspects or the same aspect at different sites) where the students learn how to harmonize his/her ideas with other existing aspects, learns to communicate his/her ideas properly to others. In the course of the term, they receive feed back from their group partners and from the teacher, as the development of the projects are continuously discussed during the lessons as they acquire knowledge on heritage management. It is continuously done by concrete examples and living problems.
- o Presentation (short conference contribution): development, explanation, depth of expertise will show both their knowledge acquired (e.g. terminology, organisations) and their problem solving capabilities.

The knowledge acquired in the course of practical classes is assessed by the end of the term-time by practical grades. Practical grades evaluate the practical work done by the student in the course of the whole term showing to what extent they have become capable to treat a heritage management issue. They have permanent opportunity to ask questions, require specific literary, scientific sources to accomplish their tasks - where it is also evaluated how deep their intentions have been during the term to establish the final presentation. It is how they qualify for the level on which they can put their theoretical knowledge into practice. Students must fulfill the requirements of practical classes all through the term-time. Practical grades are awarded on a five-grade scale.

Irrespectively from the present course, about the same subject, there is a MOOC of the UNESCO-UNITWIN Network of Culture, Tourism and Development available in 3 volumes until the end of 2022 to which the Budapest Metropolitan University has also contributed that - in case of 80% achievement – provides the students with a UNESCO certificate.

OBLIGATORY READING LIST:

- *Creating and managing experiences in cultural tourism*. World Scientific, [2019]
- *Studies on heritage management 1 : [world heritage and its management*. Foundation for Information Society, 2010-
- *Sustainable Tourism Management at World Heritage Sites : Enhancing inter-agency and stakeholder coor*. WTO, 2009
- Illés Andrea: *World heritage sites in Hungary*. Scolar, 2011

RECOMMENDED READING LIST:

- *A guide to hungarian culture*. Napkút K, 2017
- Smith, Melanie K.: *Issues in cultural tourism studies*. Routledge, 2016