



## Course Specifications

<b>Course Title:</b>	Heritage Management
<b>Course Code:</b>	
<b>Program:</b>	Bachelor of Tourism and Hospitality Management
<b>Department:</b>	Tourism and Hospitality Management
<b>College:</b>	Collage of Business
<b>Institution:</b>	Umm Al Qura University

## Table of Contents

<b>A. Course Identification .....</b>	<b>3</b>
6. Mode of Instruction (mark all that apply).....	3
<b>B. Course Objectives and Learning Outcomes .....</b>	<b>3</b>
1. Course Description.....	3
2. Course Main Objective .....	3
3. Course Learning Outcomes.....	4
<b>C. Course Content.....</b>	<b>4</b>
<b>D. Teaching and Assessment.....</b>	<b>4</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	4
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support .....</b>	<b>5</b>
<b>F. Learning Resources and Facilities .....</b>	<b>5</b>
1. Learning Resources.....	5
2. Facilities Required .....	6
<b>G. Course Quality Evaluation.....</b>	<b>6</b>
<b>H. Specification Approval Data .....</b>	<b>6</b>

## A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	21
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	4 (visiting a heritage site such as Historic Jeddah)
	<b>Total</b>	<b>25</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course focuses on the cultural heritage (tangible and intangible) and how to manage it in a sustainable manner. The course covers cultural heritage regulations, applications and practices in Saudi Arabia and in a global comparative perspective. Also, in this course students will understand the international, regional and local originations that manage heritage; such as UNESCO, Ministry of Culture and so on.

Also, there is a conceptual partnership between cultural heritage and tourism; therefore, the students will be introduced to a wide range of cultural heritage attractions; understanding the heritage visitors' behaviour especially motivation; contemporary approaches to heritage tourism development and management; and heritage marketing; the roles of interpretation programs employed in major cultural heritage sites; principles and models of interpretation; frameworks and approaches to plan and design interpretation programs for visitors; communication modes.

### 2. Course Main Objective

The main objectives of this course are:

1. To understand the meaning of heritage and its types;
2. To recognize the different stakeholders in managing heritage;
3. To be able to manage a heritage assets or objects;

4. To be aware of the global/regional/local management issues in heritage management field.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Understand the meaning of heritage management and all aspects around it	K1
1.2	Recognize the relationship between heritage and tourism	K2
1.3	Student will learn how manage a heritage asset(s) or object(s)	K3
1.4	Be Able to manage a heritage asset(s) or object(s) heritage by understating the visitors behaviors and applying an appropriate the marketing scheme.	K4
2	<b>Skills :</b>	
2.1	Student's ability to manage a heritage asset(s) or object(s)	S1
3	<b>Values:</b>	
3.1	Student will be aware of the importance of asset(s) or object(s) via mange them	V1

### C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Heritage (meaning, importance and types of heritage)	3
2	The cultural heritage (meaning, types and organizations cultural heritage)	3
3	World Heritage Sites, Heritage conservation, Impacts of heritage tourism	3
4	Tangible and Intangible cultural heritage regulations, applications and practices	3
5	The cultural heritage conventions	3
6	Planning and development for heritage tourism	3
7	Heritage assessment and heritage values	3
8	Managing heritage tourism: Visitor management, legal aspects and zoning	3
9	Heritage marketing: Heritage visitor characteristics and motivations	3
10	The cultural heritage management in Saudi Arabia.	3
<b>Total</b>		<b>30</b>

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	A broad understanding of the meaning of heritage management.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	Understanding the Heritage tourism aspects importance as world fast-grown industry.	Active Learning strategies	Exams Team Work Assignments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.3	A comprehensive and in-depth knowledge manage a heritage asset(s) or object(s).	Active Learning strategies	Course Work Exams Team Work Assignments Course Work
1.4	A broad understanding of the relationship between the heritage assets and objects and the visitors' behavior and marketing.	Active Learning strategies	Exams Team Work Assignments Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	The ability to manage current heritage asset(s) or object(s).	Active Learning strategies	Exams Team Work Assignments Course Work
<b>3.0</b>	<b>Values</b>		
3.1	To conserve the Saudi heritage and manage it for future.	Active Learning strategies	In class activities Team Work Assignments

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	5	20%
2	Individual assignment	7	15%
3	Group assignment	9	15%
4	In class activities (discussion/attendance/quiz ...)	Every week	10%
5	Final Exam	11	40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course instructor is available at his office hours to help and support students. The students' academic advising supervisors are also affording the service to the college students.

- Office hours (1.5hr/week).
- Official University E-mail (available)
- The Blackboard facilities for female campus

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• Avrami, E., Macdonald, S., Mason, R., &amp; Myers, D. (Eds.). (2019). Values in heritage management: emerging approaches and research directions.</li> <li>• Eagles, P., McCool, S. and Haynes, C. (2002). Sustainable Tourism in Protected Areas: Guidelines for Planning and Management. IUCN Gland: Switzerland and Cambridge, UK.</li> </ul>
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	<ul style="list-style-type: none"> <li>McKercher, B. and Du Cros, H. (2002). Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management, New York: Haworth</li> </ul>
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>Amnuay-ngerntra, S. (2003). 'Product Development for Heritage Tourism', SPAFA Journal, 13 (3), 23-31.</li> </ul>
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>Kimmel, J. (n.d.) 'Heritage Tourism Product Development.' Retrieved 10 November, 2003, from <a href="http://www.sulross.edu/pdf/rji/Heritage%20Tourism%20Product%20Development.pdf">http://www.sulross.edu/pdf/rji/Heritage%20Tourism%20Product%20Development.pdf</a></li> </ul>
<b>Other Learning Materials</b>	N/A

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	AV and Data show (PowerPoint)
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Direct: Online Questionnaire
Quality of learning resources	Peer Reviewer	Direct: Assist the quality of the course learning resources.
Extent of achievement of course learning outcomes	Faculty	Indirect: Exams & Students performance

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	