

Course No.: HSO-103

Title of the Course: Themes and Issues in Heritage Tourism

Credits: 4

Contents:

1. History of Tourism: Ancient times, Grand Tour, Industrial Revolution and Revolution in Transport and Communication.
2. Theorising Heritage Tourism: Definitions, Concepts and Characteristics.
3. Heritage Tourism and United Nations Organisation: World Tourism Organisation, UNESCO; Principal aims and programmes to promote heritage tourism.
4. Selling History: Designing and Marketing Heritage Tourist Products; Monuments, Museums, Historical events, Arts, Festivals and Culture.
5. Branding Tourism: Imagining Nations, States and Regions through tourism brands.
6. Tourism and Empowerment: Heritage consciousness, Revival of cultural forms, Industry and multiplier benefits.
7. Authenticity Debate: Consuming Space, Misrepresentation of Identities, Interpretations of History, Commodification of Culture and Cultural Displays.
8. Issues of Concern: Loss of Cultures. Interactions between the tourist and host community. Restoration of historical monuments. Gender Relations. Children. Tourist Victimization.
9. Towards Sustainable Development: Ecotourism and Pilgrimage tourism.