

BUS345/CHTE345 Sustainable futures: cultural heritage and tourism management SPRING 2020

**Course Instructor(s): Dr. Antonios Giannopoulos
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Course Description

This course aims at presenting a strong case for the benefits of a rapprochement between cultural heritage and tourism studies. Common denominator in both disciplines in the 21st century is the critical issue of sustainability. The humankind is already on the verge of a new era, according to some, the Anthropocene, where the anthropogenic impact is a sweeping force for ecosystems, and when climate change is no more a threat but a reality with wide-ranging consequences and a global impact. Furthermore, increasing numbers of visitors threaten the authenticity and visibility of cultural heritage sites. The course draws from a wide variety of perspectives, critical approaches, theoretical stances and case studies to indicate how a constructive dialogue between heritage and tourism experts can facilitate a paradigm shift for realistic albeit groundbreaking policies toward a sustainable future.

Course Resources and Activities

The course will explore contemporary attitudes toward heritage, theoretical approaches and practical implications in the field of hospitality services and destination management, with lectures, site visits, student reports and field projects, drawing from the professors' Giannopoulos and Hadji extensive research and expertise in tourism studies and cultural heritage respectively.

Thus, we will read selected texts from a variety of sources, including but not limited to, academic articles and books, news pieces, official guidelines with regard to heritage policies in Greece and beyond, literary travel accounts shaping the route from Pausanias to today's travellers and stakeholders in the global tourism scene. We will utilize relevant videos and images.

It is expected that the students critically analyze the required and suggested readings and take a stance toward aspects of heritage presentation and protection as well as sustainable tourism development that we will cover in class and in the field. Short field reports and student presentations/ debates are expected to be the outcome of this process of critical thinking, reading and writing throughout the course.

Working and thinking with others is essential and fundamental for the successful completion of the course. Cultural heritage as well as the travel and tourism ecosystem, in Greece and otherwise, can only be perceived and studied as a collective effort, and the exchange of opinions and information in an encouraging and open to diverse views environment is vital.

Learning Objectives

The course **aims at a broader understanding of the convergence between cultural heritage and tourism management** beyond the established and obvious connection with cultural tourism and the popularity of archaeological sites, monuments and listed categories of visitable properties. It is designed ideally for students of heritage studies, business studies, geography, social and cultural anthropology, philosophy, architecture, sociology, marketing, services, hospitality management, tourism development and planning.

By the end of the course, students should be able to:

- 1) Explore, compare and contrast established notions related to tourism and heritage with sometimes unexpected 'fresh' views or a re-examination thereof based on the criterion of sustainability.
- 2) Reflect on the historical past with reference to its current reception(s) and understand the past as a fluid entity that has consequences on the present, rather than a fixed product of earlier times.
- 3) Elaborate on the interdisciplinary character of the tourism phenomenon, the types of tourism and the nature of hospitality services.
- 4) Analyze the multifaceted entity that cultural heritage is at present and evaluate the importance of the *natural* aspect in the protection of cultural heritage.

- 5) Assess the importance of the tourism ecosystem and scrutinize the role of each actor.
- 6) Through visits to sites and monuments of cultural interest and historical importance understand site management and people flows on these sites and develop the ability to critically assess how such places become integral for cultural identity formation.
- 7) Familiarize themselves with terms such as sustainability, genius loci, world heritage monument, diachrony, visitor vs. tourist, place vs. space, place vs. destination, the fluid past, travel motivation and tourism behavior.
- 8) Examine the socio-cultural, environmental and economic impacts of tourism.

Course Requirements

A course grade will be assigned, based on throughout-the-course student evaluation. Components contributing to the final grade will be the following:

- Final exam
- Midterm exam
- Active participation (not merely physical presence, but the expression of critical opinions and contribution to class dialogue) and co-operation with the professor and fellow students.
- Short field reports and student presentations, individual and/ or group, when visiting sites and monuments.
- In-class debate.

120-150 pages of reading per week or 40 pages of close, analytic reading of academic journal or monograph. Please note that weekly load of reading varies depending on each week's subject matter. Readings will be placed on reserve at the CYA library and also on eclass as .pdf documents or links to websites.

Paper(s):

Term Project TBD

Books, Course Materials, Moodle

- Assiouras, I., Skourtis, G., Koniordos, M., and Giannopoulos, A.A. 2014. Segmenting East Asian tourists to Greece by travel motivation. *Asia Pacific Journal of Tourism Research* 20(12), 1389-1410.
- Bandarin, F. and Van Oers, R. (eds.), 2014, *The Historic Urban Landscape: Managing Heritage in an Urban Century*, Oxford: Wiley-Blackwell.
- Bounias, C., Giannopoulos, A. 2019. The effects of residents' perceptions of tourism development and overall life satisfaction on value co-creation: a study in progress on the Hellinikon Project, *TTRA 2019 Europe Chapter Conference*, Bournemouth University, Bournemouth, United Kingdom, 8-10 April 2019.
- Buhalis, D. 2000. Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Gagliardi, P., B. Latour and P. Memelsdorff (eds.). 2010. *Coping with the Past*. Firenze: Leo S. Olschki.
- Giannopoulos, A., and Skourtis, G. (2018). En route to the travel service ecosystem: welcoming and travellers on the world map, *TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality*, Alexander Technological Educational Institute of Thessaloniki, Rhodes, Greece, 25-28 October 2018.
- Hadji, A. 2015. "Damnatio memoriae: monument(al) vandalism and the city as an ailing body", *International Conference Architecture, Education and Society*, Polytechnic University of Barcelona, Architecture Department and International Research Network Arquitectonics, 3-6 June 2015, Plaça Nova, Barcelona.
- Hadji, A. 2019. "Contemporary graffiti and street art in the city of Athens", *ISRF Bulletin* 18: 9-16.
- Kalliga, A., Giannopoulos, A., and Skoultos, S. 2019. Exploring the effect of value co-creation on virtual tourism experience in a cultural heritage context: the case of Rhodes, *TTRA 2019 Europe Chapter Conference*, Bournemouth University, Bournemouth, United Kingdom, 8-10 April 2019
- Kladou, S., Giannopoulos, A.A., and Assiouras, I. 2014. Matching tourism type and destination image perceptions in a country context. *Journal of Place Management and Development* 7(2), 141-152.

- Middleton, V. T., Fyall, A., Morgan, M., Morgan, M., & Ranchhod, A. 2009. *Marketing in travel and tourism*. Routledge.
- Pausanias. *Description of Greece*. Loeb Classical Library.
- Pike, S., & Page, S. J. 2014. Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism management*, 41, 202-227.
- Pretzler, M. 2007. *Pausanias: Travel Writing in Ancient Greece*. London: Duckworth and Co.
- Vershuuren, B. et al. (eds.), 2010. *Sacred Natural Sites: Conserving Nature and Culture*, London: Earthscan.
- West, S. (ed.) 2010. *Understanding Heritage in Practice*. Manchester: Manchester University Press.

Supplementary titles for further reference

- Jokilehto, J., 2011. *ICCROM and the Conservation of Cultural Heritage; A History of the Organization's First 50 Years, 1959-2009*, ICCROM Conservation Studies 11, Rome.
- Lovelock, C., & Wirtz, J. (2011). *Services marketing: people, technology, strategy* (648 p.).
- Lusch, R. F., & Vargo, S. L. 2014. *Service-Dominant logic premises, perspectives, possibilities*. United Kingdom: Cambridge University Press.

Class Schedule

Class Day	Day/Date	Topic / Readings / Assignments Due
1		Introduction AG, AH
2		Basic Terminology: Heritage AH
3		Basic Terminology: Tourism AG
4		History of Tourism AH
5		Destinations & Types of Tourism AG
6		Cultural Heritage in the 21 st century AH
7		Tourism Industry & Typologies of Tourists AG
8		Gentrification and Tourism AH
9		Hospitality Services: Characteristics and Implications AG
10		Travel and Tourism experience: Interactions & Value Creation AG
11		Travel and Tourism Ecosystem AG
12		Midterm

	AG, AH
13	Sustainability I: Social and Cultural impact(s) AG
14	Heritage management AH
15	Sustainability II: Environmental impact(s) AG
16	The case of Venice AH
17	Sustainability III: Economic impact (s) AG
18	Site maintenance and private initiatives AH
19	Urban regeneration AH
20	Cultural Diplomacy in relation to heritage and tourism AH
21	Site Visit AG, AH
22	Debriefing on the Site Visit (Presentations) AG, AH
23	Review session AG, AH
24	Final exam AG, AH

Course schedule, in terms of subjects and readings, may be subject to change to benefit student learning and in keeping up to date with current research