Year

Tourism Management / Tourism Management /

Course Code	Course Name				Teorical	Practice	Laboratory	Credits	ECTS
TUİ642	MANAGEMENT OF HERITAGE SİTES				3.00	0.00	0.00	3.00	6.00

Course Detail

Course Language	:	Turkish
Qualification Degree	:	Doctorate
Course Type	:	Optional
Preconditions	:	Not
Objectives of the Course	:	The aim of this course is to provide students with a comprehensive understanding of the conservation, sustainable management, and integration of heritage sites into tourism. The course covers the definition of heritage sites, national and international conservation policies, management strategies, community involvement, and heritage tourism. Students will learn to analyze existing issues related to the sustainability of heritage sites, develop solutions, and evaluate different management models.
Course Contents	:	This course covers the fundamental concepts of heritage site conservation and management. Topics include the concept of world heritage, national and international conservation policies, heritage management plans, sustainable tourism, and visitor management in heritage sites. Additionally, community involvement, risk management in heritage areas, and the economic aspects of cultural heritage will be discussed.
Recommended or Required Reading	:	García, B., & Cox, T. (Eds.). (2017). Handbook of research on heritage management and preservation. IGI Global. https://doi.org/10.4018/978-1-5225-0679-9 ICCROM. (1998). Management guidelines for world cultural heritage sites. ICCROM. Leask, A., & Fyall, A. (2006). Managing world heritage sites. Butterworth-Heinemann. Messenger, P. M., & Smith, G. S. (Eds.). (2010). Cultural heritage management: A global perspective. University Press of Florida. https://doi.org/10.5744/florida/9780813060859.001.0001 Özdemir, N., & Öger, A. (Eds.). (2019). Cultural heritage management. Graphic Printer Publications. Smith, L. (2006). Uses of heritage. Routledge. https://doi.org/10.4324/9780203602263 Sözbilen, G., & Eren, D. (2024). Protection and management of heritage sites in tourism. Detay Publishing. Timothy, D. J. (2011). Cultural heritage and tourism: An introduction. Channel View Publications. UNESCO World Heritage Centre. (2019). Managing cultural world heritage (World Heritage Resource Manual). UNESCO. https://whc.unesco.org/en/managing-cultural-world-heritage/ UNESCO World Heritage Centre. (2023). Operational guidelines for the implementation of the World Heritage Convention. UNESCO. https://whc.unesco.org/en/guidelines/
Planned Learning Activities and Teaching Methods	:	Lectures Case Studies Discussions and Group Work Field Studies and Technical Visits Article and Report Reviews Projects and Presentations
Recommended Optional Programme Components	:	Active participation in classes is expected. Attendance in field trips is mandatory. Regular reading of academic articles and reports is recommended. Active involvement in group projects is required. Current heritage management practices should be followed.
Course Instructors	:	Doç. Dr. Gaye Deniz
Instructor's Assistants	:	Assoc. Prof. Dr. Gaye Deniz
Presentation Of Course	:	The course will be conducted through lectures, case studies, group work, field trips, and student presentations. Academic articles and international reports will be integrated into the content to enhance students' analytical and critical thinking skills.
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Course Outcomes

Upon the completion of this course a student :

1 Explain key concepts of heritage site management, national and international conservation policies, and sustainability principles.

2 Develop appropriate management strategies for the conservation and integration of heritage sites into tourism and propose practical applications.

3 Analyze the role of local communities, visitor management, and risk factors in heritage management processes and generate solutions.

Pre / Side Conditions

Course Code	Course Name	Condition	Teorical	Practice	Laboratory	Credits	ECTS

Weekly Contents

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*Introduction to the Concept of Heritage and Theoretical Framework	*.	*.	*Cultural Heritage Management Chapter: "The Concept and Types of Cultural Heritage" □ pp. 15–42 Managing Cultural World Heritage Chapter 1: Understanding Heritage □ pp. 7–26 (PDF) Smith, L. (2006) – Authorized Heritage Discourse chapter □ pp. 11–29	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
2.Week	*Historical Development of Heritage Management	*.	*.	*Cultural Heritage Management (Collective) Chapter: "Historical Evolution of Conservation Approaches" □ pp. 45–78 Managing Cultural World Heritage Chapter 2: Evolution of Heritage Conservation □ pp. 29–49	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
3.Week	*International Heritage Regimes and Policy Documents	*.	*.	*Operational Guidelines for the Implementation of the World Heritage Convention □ Paras. 1–49 Managing Cultural World Heritage Chapter 3 □ pp. 51–72	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
4.Week	*UNESCO World Heritage System and Global Governance	*.	*.	*Operational Guidelines Paragraphs 50–119 Managing World Heritage Sites Chapter 1 pp. 1–22 Discussion Question: Is UNESCO a global "authority" or a space for political consensus?	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
5.Week	*Governance and Stakeholders in Heritage Sites	*.	*.	*Managing World Heritage Sites Chapter 3: Stakeholders and Governance pp. 57–84 Managing Cultural World Heritage Chapter 5 pp. 97–118	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
6.Week	*Management Plans for Heritage Sites	*.	*.	*Management Guidelines for World Cultural Heritage Sites pp. 1–44 Operational Guidelines Paras. 108–118	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
7.Week	*Conservation–Use Balance and Sustainability	*.	*.	*Conservation and Management of Heritage Sites in Tourism Chapter: "Conservation-Utilization Balance" pp. 61–94 Managing World Heritage Sites Chapter 6 pp. 131–154	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
8.Week	*Midterm Exam	*.	*.	*1-7 Weeks	*.	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
9.Week	*Tourism and Visitor Management in Heritage Sites	*.	*.	*World Heritage Sites: Tourism, Local Communities and Conservation Chapter 2 & 4 pp. 21–38; 77–101 Managing Cultural World Heritage Chapter 7 pp. 143–162	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
10.Week	*Commercialization of Heritage and Ethical Debates	*.	*.	*Cultural Heritage Management (Messenger & Smith) Chapter: Heritage, Power and Ethics pp. 63–89 Cultural Heritage Management p. 123–148	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
11.Week	*Risk Management and Crises	*.	*.	*Managing Cultural World Heritage Chapter 8: Risk and Resilience pp. 165–190 ICCROM Guidelines pp. 45–67	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
12.Week	*Digitalization and Heritage Management	*.	*.	*Managing Cultural World Heritage Chapter 9 pp. 193–215 Handbook of Research on Heritage Management and Preservation pp. 201–228	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
13.Week	*Local Communities, Identity, and Heritage	*.	*.	*World Heritage Sites: Tourism, Local Communities and Conservation pp. 103–129 Cultural Heritage Management pp. 91–118	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
14.Week	*Critical Heritage Studies and Contemporary Debates	*.	*.	*Smith, L. (2006) pp. 44–78 Cultural Heritage Management pp. 201–228	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
15.Week	*Doctoral-Level Research Design and Case Studies	*.	*.	*Handbook of Research on Heritage Management and Preservation pp. 1–28 Managing World Heritage Sites pp. 201–230	*Theoretical Lectures and Discussions Research-Based Learning Group Work	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
16.Week	*Final Exam	*.	*.	*1-14 Weeks	*.	

Assesment Methods %

1 Vize : 40.000

2 Final : 60.000

ECTS Workload

Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Final	1	1.00	1.00
Derse Katılım	14	3.00	42.00
Ders Öncesi Bireysel Çalışma	14	2.00	28.00
Ders Sonrası Bireysel Çalışma	14	2.00	28.00
Ara Sınav Hazırlık	6	2.00	12.00
Final Sınavı Hazırlık	6	2.00	12.00
Araştırma Sunumu	14	2.00	28.00
Rapor	14	2.00	28.00
			Total : 180.00
			Sum of Workload / 30 (Hour) : 6
			ECTS : 6.00

Program And OutcomeRelation

	P.O.1	P.O.2	P.O.3	P.O.4	P.O.5	P.O.6	P.O.7	P.O.8	P.O.9	P.O.10	P.O.11	P.O.12	P.O.13	P.O.14	P.O.15
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Avarage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person s ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarlama Talebi : Engel durumuna ilişkin herhangi bir uyarlama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.