

**MAKERERE UNIVERSITY BUSINESS SCHOOL  
FACULTY OF TOURISM, HOSPITALITY AND LANGUAGES  
DEPARTMENT OF TOURISM MANAGEMENT**

**PROGRAMME:** BTTM II  
**ACADEMIC YEAR:** 2022/2023  
**SEMESTER:** TWO  
**COURSE:** CULTURE AND HERITAGE TOURISM  
**COURSE CODE:** LHM 2124  
**CREDIT UNITS:** 3  
**FACILITATORS:** DR. PROVIA KESANDE, MR. NABAKIRA DAVID, MR. ASUMAN KABUZI AND MR. JOSEPH OKELLO.

### **Course description**

This course is designed to provide an understanding of cultural and heritage tourism. It provides students with an overview of the theory, practice, history, terminology, and current issues of culture and heritage tourism planning and management. The course also examines culture and heritage tourism from a variety of perspectives (e.g., local, national, and international). Specific reference will be made to the built, natural, and cultural resources for tourism destinations on a variety of scales from World Heritage Sites to small, rural attractions. This course will explore the economic, environmental, social, and political aspects of culture and heritage tourism using examples in Uganda and around the world.

### **Course objectives**

- By the end of this course, students should be able to:
- Identify and explain the principles and elements of culture and heritage tourism.
- Demonstrate an understanding of culture and heritage tourism.
- Explain the relationship between culture and heritage tourism.
- Recognise the role and scope of culture and heritage in providing travel generators and recreational destinations.
- Demonstrate ability to develop cultural tourism products and explain the cultural tourism opportunities in Uganda

### **Learning Outcomes**

- On completion of the course, the learner should be able to:
- Identify the various organizations associated with the management of culture and heritage sites
- Demonstrate an understanding of the management issues associated with culture and heritage sites.
- Discuss the various techniques used in the management of culture and heritage sites.
- Examine the planning, policy, and management of culture and heritage tourism destinations.
- Understand basic planning, management, and policy guidelines for cultural and heritage tourism development.

## Course content

Topic	Sub-Topic	
<b>Introduction to Cultural Tourism philosophy and management</b>	<ul style="list-style-type: none"> <li>• The concept of culture</li> <li>• Culture and tourism</li> <li>• Engaging with cultural heritage</li> <li>• Global and local overview of culture and heritage tourism.</li> </ul>	Mr. Asuman Kabuzi
<b>Cultural Tourism, and policies Issues</b>	<ul style="list-style-type: none"> <li>• Cultural tourism as a tourism product.</li> <li>• Culture and globalization.</li> <li>• Cultural strategies: Developing a cultural tourism policy.</li> </ul>	Mr. Asuman Kabuzi
<b>Cultural and heritage site management</b>	<ul style="list-style-type: none"> <li>• Creating value and visitor experience.</li> <li>• Understanding the new customer perspective.</li> <li>• Strategies for managing cultural and heritage sites.</li> <li>• The logic of Service-Dominant Logic.</li> </ul>	Mr. Joseph Okello
<b>Interpretation at cultural attractions.</b>	<ul style="list-style-type: none"> <li>• Interpretation techniques.</li> <li>• Depth of interpretation vs customer experience.</li> <li>• Key visitor experience challenges: experience, interpretation, and authenticity.</li> </ul>	Mr. Joseph Okello
<b>Managing heritage and cultural tourism resources</b>	<ul style="list-style-type: none"> <li>• Ownership and location.</li> <li>• Intangible Heritage and Its Management.</li> </ul>	Mr. Joseph Okello
<b>Impact of cultural tourism on host communities</b>	<ul style="list-style-type: none"> <li>• Cultural tourism impacts.</li> <li>• Challenges in achieving sustainable cultural tourism.</li> </ul>	<b>Dr. Provia Kesande</b>
<b>Emerging concepts and case studies of eco-cultural tourism</b>	<ul style="list-style-type: none"> <li>• Understanding staged authenticity.</li> <li>• Cultural commodification: Case studies in Uganda.</li> </ul>	<b>Dr. Provia Kesande</b>
<b>Developing cultural tourism in Uganda.</b>	<ul style="list-style-type: none"> <li>• Understanding Ugandan culture.</li> <li>• Challenges of developing cultural tourism in Uganda.</li> <li>• Steps for cultural site development and promotion.</li> </ul>	<b>Dr. Provia Kesande</b>
<b>Culture and heritage in Uganda</b>	<p><b>Religion: Major sites in Uganda for these religions</b></p> <ul style="list-style-type: none"> <li>• African tradition</li> <li>• Anglican</li> <li>• Catholic</li> </ul>	<b>All</b>



**Reading list:**

- a) Tourism Management, Marketing, and Development: Performance, Strategies, and Sustainability by Marcello M. Mariani & Wojciech Czakon & Dimitrios Buhalis & Ourania Vitouladiti (eds.)
- b) Heritage tourism destinations: preservation, communication and development by Alvarez & Maria Dolores & Go & Frank M. & Yüksel & Atila
- c) Tourism, Culture and Heritage in a Smart Economy : Third International Conference IACuDiT, Athens 2016 by Vicky Katsoni & Amitabh Upadhya & Anastasia Stratigea (eds.)
- d) Cultural Tourism, 2nd Edition by Hilary Du Cros & Bob McKercher
- e) Raj. R.; Griffin K., Morpeth N. (2013). *Cultural Tourism*. CAB International, Boston
- g) McKercher, B. & du Cross, H. Title: *Cultural Tourism*. Publisher: Haworth Hospitality Press. ISBN: 0789011050
- h) Timothy, D.J. & Boyd, S.W. Title: *Heritage Tourism*. Publisher: Prentice Hall. ISBN: 0582369703
- i) Corbey, Raymond (2000). *Tribal Art Traffic: A Chronical of Taste, Trade and Desire in Colonial and Post-Colonial Times*. Amsterdam: Royal Tropical Institute.
- j) Lainsbury, Andrew (2000). *Once Upon an American Dream: The Story of Euro Disneyland*.
- k) University Press of Kansas.
- l) Levenstein, Harvey (2004). *We'll Always Have Paris: American Tourists in France Since 1930*. Chicago: University of Chicago Press.
- m) Lippard: Lucy. (1999). *On the Beaten Track: Tourism, Art and Place*. New York: The New Press.
- n) Price, Sally (2007). *Paris Primitive: Jacques Chirac's Museum on the Quai Branly*. Chicago: University of Chicago Press