

Cultural Heritage Tourism Event Planning and Management

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*MIKE GILLEY, MOUNTAIN EMPIRE
COMMUNITY COLLEGE*



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Contents

Part I. Faculty Resources

1. I Need Help 3

Part II. Weekly Lessons

2. Syllabus 7
3. Chapter 1: Introduction to Cultural Heritage Tourism 12
4. Chapter 2: Community Role & Stakeholders 13
5. Chapter 3: Cultural Heritage Focus & Contractual Services 14
6. Chapter 4: Vision, Mission, & Strategic Planning 15
7. Chapter 5: Site Selection and Planning 16
8. Chapter 6: Technology Needs & Use 17
9. Chapter 7: Concessions 18
10. Chapter 9: Event Safety & Risk Management 19
11. Chapter 8: Staff & Volunteers 20
12. Chapter 10: Marketing & Promotion 21
13. Chapter 11: Customer Satisfaction 22
14. Chapter 12: Event Evaluation 23
15. Chapter 13: Budgeting & Sponsorship 24

PART I

FACULTY RESOURCES

I. I Need Help



Need more information about this course? Have questions about faculty resources? Can't find what you're looking for? Experiencing technical difficulties?

We're here to help! Take advantage of the following Lumen customer-support resources:

- Check out one of Lumen's Faculty User Guides [here](#).
- Submit a support ticket [here](#) and tell us what you need.
- Talk and screen-share with a live human during Lumen's OER office hours. See available times [here](#).

PART II

WEEKLY LESSONS

2. Syllabus

COURSE SYLLABUS

TRV 295 – Topics in Cultural Heritage Tourism Planning and Management

Summer Semester 2018 Meeting times: By appointment

Instructor: Dr. T. Michael Gilley

COURSE DESCRIPTION:

TRV 295 – Topics in Cultural Heritage Tourism Event Planning and Management explores the core principles of event planning and management as it specifically relates to cultural heritage tourism, demonstrating the principles through the case study of three existing cultural heritage festivals (3 credits).

STATEMENT OF BROAD GOALS:

Student will learn the core principles of event planning and management by examining three different real world case studies and exploring a cultural heritage tourism event of the student's choice and writing an event management plan for this cultural heritage tourism event.

STATEMENT OF SPECIFIC OBJECTIVES:

The student will learn the core principles in planning and managing a cultural heritage tourism site or event through the course readings and the exploration and evaluation of an actual cultural heritage tourism site or event as a case study.

TEXTBOOK: None required. Learning resources is provided on the distance education site.

STATEMENTS AND INSTRUCTIONAL METHODS:

This is an online course so students will be required to regularly

and frequently check their email and distance education site. Students will have assigned readings, oral and written communications with the instructor, other students in the class, and manager and / or staff for their chosen cultural heritage tourism site or event. After completing the assigned readings, the student will locate other information on the topic and communicate this as well as any questions they may have for clarification on their exploration of the topic for the week. Questions will be posted in the distance education site discussion board for the instructor to post responses. The students will communicate each week with the manager and / or staff for their chosen cultural heritage tourism event on the event planning and management topic for that specific week. Each week the student will post a written, detailed description of the goals, objectives, policies, procedures, staff, budget, evaluation, etc. that are currently under study. The student in this written weekly detailed description will build their specific real world case study for cultural heritage tourism planning and management with evaluative comments / recommendations for improvement. Fellow students and the instructor can add questions and comments to the written case study description. These are the learning / instructional methods for this course.

COURSE OUTLINE:

- Week 1 – Review Syllabus, Chapter 1 – Introduction to Cultural Heritage Tourism, and Chapter 2 – Community Role & Stakeholders, and complete assignments for these chapters.
- Week 2 – Review Chapter 3 – Cultural Heritage Focus & Contractual Services, Chapter 4 – Vision, Mission, & Strategic Planning, and complete assignments for these chapters.
- Week 3 – Review Chapter 5 – Site Selection and Planning, Chapter 6 – Technology Needs & Use, Chapter 7 – Concessions, and complete assignments for these chapters.
- Week 4 – Review Chapter 8 – Staff & Volunteers, Chapter 9 – Event Safety & Risk Management, complete assignments for

these chapters, and take Midterm Exam.

- Week 5 – Review Chapter 10 – Marketing and Promotion, Chapter 11 – Customer Satisfaction, and complete assignments for these chapters.
- Week 6 – Review Chapter 12 – Event Evaluation, Chapter 13 – Budgeting & Sponsorship, and complete assignments for these chapters.
- Week 7 – Use the assignments completed for the Case Study of your chosen event from weeks 1-6, prepare a PowerPoint Presentation, and post the presentation to the distance education site.
- Week 8 – Final Exam.

EVALUATION AND GRADING POLICY:

Grading will be based upon the following:

1. Weekly Posting of Assignments on Distance Education Site

Assessment: _13 points_

1. Mid-term Exam on concepts covered prior to the mid-term date: _30 points_
2. PowerPoint Presentation on Case Study of Chosen Cultural

Heritage Tourism Site or Event: _27 points_

1. Final Exam on concepts covered between the mid-term and

final exam _30 points_

TOTAL POINTS: _100 points

91-100 points = A

81-90 points = B

71-80 points = C

61-70 points = D

0-60 points = F

CORE COMPETENCIES:

- Communication – Significant
- Critical Thinking – Significant
- Cultural and Social Understanding – Significant
- Information Literacy – Moderate
- Personal Development – Significant
- Quantitative Reasoning – Moderate
- Scientific Reasoning – Moderate
- Writing – Moderate to Significant

ATTENDANCE POLICY:

Mountain Empire Community College is committed to academic quality and student success. Elements that support both of these values are regular attendance and participation in class. The college policy states that regular class attendance is required.

The attendance policy in this class is regular and timely communication by distance education site visitation and posting, email, telephone, and meeting with instructor during office hours, as well as with cultural heritage event managers and staff, and fellow students.:

INSTRUCTIONS FOR INDIVIDUALS WITH DISABILITIES:

Students may request academic accommodation for disabilities through the Office of Student Services. That office will evaluate the request and make recommendations for appropriate and reasonable accommodations, which the student will provide to the instructor. Individuals requiring temporary handicapped parking

accommodations due to short-term illness should contact Student Services. All correspondence will be kept confidential.

EMERGENCY STATEMENT:

In the event of a College-wide emergency, course requirements, classes, deadlines, and grading schemes are subject to changes that may include alternative delivery methods; alternative methods of interaction with the instructor, class materials, and/or classmates; a revised attendance policy; and a revised semester calendar and/or grading scheme.

For more general information about a College-wide emergency situation, please refer to:

- College website
- Emergency Text Messaging or Phone System (276-523-2400)

In the event of a college-declared emergency, the instructor of this class will abide by MECC emergency guidelines. Emergency information can be obtained at 276-523-2400.

3. Chapter 1: Introduction to Cultural Heritage Tourism

[Introduction to Cultural Heritage Tourism Presentation](#)

4. Chapter 2: Community Role & Stakeholders

[Community Role & Stakeholders Presentation](#)

5. Chapter 3: Cultural Heritage Focus & Contractual Services

[Cultural Heritage Focus & Contractual Services Presentation](#)

6. Chapter 4: Vision, Mission, & Strategic Planning

[Vision, Mission, & Strategic Planning Presentation](#)

7. Chapter 5: Site Selection and Planning

[Site Selection and Planning Presentation](#)

8. Chapter 6: Technology Needs & Use

[Technology Needs & Use Presentation](#)

9. Chapter 7: Concessions

[Concessions Presentation](#)

10. Chapter 9: Event Safety & Risk Management

[Event Safety & Risk Management Presentation](#)

II. Chapter 8: Staff & Volunteers

Staff &Volunteers Presentation

12. Chapter 10: Marketing & Promotion

Marketing & Promotion Presentation

13. Chapter II: Customer Satisfaction

Customer Satisfaction Presentation

14. Chapter 12: Event Evaluation

Event Evaluation Presentation

15. Chapter 13: Budgeting & Sponsorship

Budgeting & Sponsorship Presentation