

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism & Travel Management)**  
**Semester: VII**  
**Syllabus with effect from: June-2013 (Batch 2010)**  
**Theory (Credit -3)**

<b>Paper Code: UM07EBBT01</b>		<b>Total Credit: 4</b>
<b>Title Of Paper: Heritage Management</b>		
<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
I	<b>Heritage:An important incentive for Development</b> Cultural Tourism- Definition & Basic Elements Different types of institutions- Ecomuseums, Interpretation Centers, Economuseums	25%
II	<b>Economic Value of Heritage</b> Values traditionally linked with culture Economic values Values related to Communication <b>Assessing the Economic Values of Heritage</b> Assessing Utility Value Evaluation of Non-use Values Evaluation of External Effects or Repercussions <b>Economic Evaluation of Heritage- some examples</b>	25%
III	<b>Efficiency &amp; Effectiveness in Heritage Management</b> The need to broaden the concept of profit The effective management of Heritage Efficiency of Heritage Sites <b>Management of Heritage Sites</b> Options available among utility functions in the case of Museum Management of Human Resources Constraints faced by Management & institutional statute	25%
IV	<b>Marketing Heritage</b> Marketing & Heritage Recognizing the need for Marketing Marketing Techniques used for Heritage Sites The advantages & limitations of segmentation Networking & Marketing Promotion & Communication National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH etc.),	25%
<b>Tutorial: Credit : 1 Marks: 25</b>		
Tutorials: Case Studies/Presentations followed by written submission		

**Basic Text & Reference Books:-**

- Greffe, Xavier; Managing our Cultural Heritage; Aryan Books International, New Delhi
- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- Davis, P. 1999: Ecomuseums, London
- Hooper-Greenhill, E (Ed) 1999: The Educational Role of Museum, London & New York

