

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism & Travel Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch - 2011)

Paper Code: UM07EBBT01	Total Credit: 3
Title Of Paper: Heritage Management	

Unit	Description in Detail	Weightage (%)
I	Heritage: An important incentive for Development Cultural Tourism- Definition & Basic Elements Different types of institutions- Ecomuseums, Interpretation Centers, Ecomuseums	25%
II	Economic Value of Heritage Values traditionally linked with culture Economic values Values related to Communication Assessing the Economic Values of Heritage Assessing Utility Value Evaluation of Non-use Values Evaluation of External Effects or Repercussions Economic Evaluation of Heritage- some examples	25%
III	Efficiency & Effectiveness in Heritage Management The need to broaden the concept of profit The effective management of Heritage Efficiency of Heritage Sites Management of Heritage Sites Options available among utility functions in the case of Museum Management of Human Resources Constraints faced by Management & institutional statute	25%
IV	Marketing Heritage 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%

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

