**Module UNITWIN-UNESCO**

**« Gestion touristique des sites du patrimoine mondial »**

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| Nom de l’Université | **University of Leuven (KU Leuven)** |
| Nom du Département ou de la composante de l’université qui prépare au Module | 1. Department of Earth & Environmental Sciences – Division of Geography/Tourism
2. Department of Architecture, Urban Design and Regional Planning - R. Lemaire International Centre for Conservation
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| Titre du Master auquel fait partie le module  | 1. Master of Science in Tourism (Master of Science in het toerisme) + Erasmus Mundus Master of Science in Sustainable Territorial Development
2. Master of Science in Conservation of Monuments and Sites
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| Titre de la spécialité du Master |  |
| M1 | Oui 1)  | Non |
| M2 | Oui 2) master after master!!!! | Non  |
| Responsable du Master | 1. Prof. D. Vanneste 2) Prof. B. Van der Wee
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| Responsable de la Spécialité  | 1. Prof. D. Vanneste 2) Prof. K. Van Balen
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| Responsable du module | 1. Prof. D. Vanneste + 2) Prof. K. Van Balen
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| **Présentation des cours qui composent le volume** |
| **Intitulé du cours 1** | **Heritage and Sustainable Tourism Development** |
| Nombre d’heures d’enseignement du cours 1 | 16 hours of lecture ; 8 hours of presentation (case project) + independent work |
| Année +semestre | Each year : semester 2 |
| Nom de l’enseignant du cours 1 | D. Vanneste (coord), N. Salazar, A. Diekmann, P. De Groote (+ guest lecturers) |
| Description du cours 1 | As it can be found in the programme book“Aims The course is integrated in the University Twinning and Networking programme (UNITWIN in short) of UNESCO and follows the aims of “Tourism, culture, development” Network of UNESCO. This network, alike the other networks, is aimed at being a pole of excellence and innovation in its particular field and is expected to contribute to the field of culture, heritage and tourism, their mutual relationships and links and their contribution to development. Since UNESCO focuses on a multidisciplinary approach, this course goes together with the course Conservation Policies (seminar) from the Master of Conservation of Monuments and Sites. The course has the following aims:* Students understand the importance of heritage conservation to the identity of places and communities as a basis for tourism development
* Students can identify the impact of different tourism development models on heritage resources (incl. opportunities and threats, carrying capacity and sustainability)
* Students acquire a notion on the economic and organizational key issues in the development of heritage tourism.

Students are aware of the power of international organizations (such as Unesco) and the forces of globalization in the market of cultural and heritage tourismContentLECTURES (2 ECTS)* Relationship between heritage, identity, sense of place, tourism, authenticity
* Tourism development models based on heritage resources (tangible , intangible )
* Multidimensional impact of tourism activities
	+ On the ‘cultural’ valorization of heritage (local and global)
	+ On the physical & environmental quality of heritage - artefacts , sites, complexes and landscapes,
	+ On the balance of social structures and local traditions,
	+ On the commodification of heritage resources,
	+ On the incentives for a cultural economy.

CASE STUDY (2 ECTS)* Critical success factors for a sustainable tourism development of heritage resources/places: policies, methods, tools, illustrated with Belgian case.

ADDITIONAL ASSIGMENT (2 ECTS)The students evaluate and present a case from their home country or region OR reflect on the Belgian case from a cross-cultural perspective**. “** |
| ECTS cours 1 | 4 + 2 (=additional assignment) |
| Modalités de contrôle du cours 1 | **Examination type**: oral and written **When:** Permanent evaluations and final exam during the examination period**Evaluation type**: Exam, Paper(s), Presentation, Participation during discussions |
| **Intitulé du cours 2** | **Conservation policies : seminar** |
| Nombre d’heures d’enseignement du cours 2 | 9 hours of lecture ; 8 hours of presentation (case project) + independent work |
| Année +semestre | Each year : semester 2 |
| Nom de l’enseignant du cours 2 | K. van Balen (coörd), Thomas Coomans de Brachène |
| Description du cours 2 | As it can be found in the programme bookThis course is part of a larger package of courses with the following Aims To provide a broad and comprehensive introduction to the highly specialized subject of the policies, social and economical impact regulating the conservation of architectural, urban and landscape heritage on the international level. The seminar provides insights in the significance of (world) heritage, the categories of heritage, the actors and policies, methods and tools for heritage conservationContentThe protection and conservation of important historical monuments demands integration within the legal system of a country or region. Legal and economical, as well as sociological constraints of the concepts of protection, conservation and restoration of the culturalheritage, are studied within the framework of these courses.In the seminars, these concepts are richly illustrated by case-studies taken from the experience of guest lecturers from many different countries. “ |
| ECTS cours 2 | 3 |
| Modalités de contrôle du cours 2 | **Examination type**: oral and written **When:** Permanent evaluation**Evaluation type**: Paper, Presentation, Participation during discussions |
| Nombre total d’heures d’enseignement  | **25 hours of lecture ; 8 hours of presentation** |
| Nombre total d’heures d’apprentissage | 7 ECTS : ca. 200 hours ; 9 ECTS : ca. 250 hours.  |
| Nombre total d’ECTS | **7 ECTS/ 9 ECTS** |
| Conditions pour l’obtention du module | Introductory knowledge about search systems for scientific literature and writing skills, research skills and spatial thinking. Note: ‘Conservation Policies: seminar’ (3 ECTS) is part of the course Conservation Policies (7 credits). The complementary learning activity ‘Conservation Policies: lecture’ (4 ECTS) is not required to take part in the seminar. |

Zie integrated scheme in annex for the ac academic year 2011-2012