

國立臺灣師範大學課程綱要格式

一、課程基本資料（任課教師不可異動部分）

課程代碼	ETM0069	課程名稱	歐洲文化資產與觀光
英文課名	Cultural Heritage and Tourism in Europe		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>This module examines the critical role that the heritage sectors have in the development of European tourism. It looks at the growth of heritage tourism, policy initiatives and current practice. It examines why this form of tourism is becoming ever more popular with both decision-makers and tourists. After successful completion of this course, students will be able to understand : the conceptual partnership between cultural heritage and tourism; analysis of a wide range of cultural heritage attractions; heritage visitors' behavior especially motivation; contemporary approaches to heritage tourism development and management; and heritage marketing; the roles of interpretation programs employed in major cultural heritage sites etc.</p>		
系所核心能力	（由教務系統課程地圖子系統核心能力維護表帶入）		
課程目標		對應核心能力	
1	To introduce heritage tourism studies	2.1, 1.2	
2	To introduce the European heritage culture	3.1, 3.2	
3	To obtain professional capacity to organize and manage the cultural heritage	2.2, 2.3	
4	To appreciate cultural heritage	4.3, 1.1	

二、教學大綱（任課教師可異動部分）

授課教師	（每學期帶入授課教師姓名）
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教學進度與主題		
Lecture Topics		
- How Tourism Works		
- Challenges in Achieving Sustainable Heritage Tourism		
- The Heritage Tourism Supply		
- Tangible and Intangible Heritage		
- Heritage Tourism Products		
- Commodification and Environmental Bubbles		
- Conserving The Past		
- The Authenticity Debate		
- Heritage Tourism Demand		
- Managing and Marketing Heritage Tourism		
- Heritage Interpretation		
- The Politics of Heritage		
Seminar: Case Studies of Heritage Tourism in Europe		
教學方法		
方式	說明	
<input type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)	
<input type="checkbox"/> 討論法		
<input type="checkbox"/> 問題解決教學		
<input type="checkbox"/> 合作學習		
<input type="checkbox"/> 實驗/實作		
<input type="checkbox"/> 實地考察、參訪		
<input type="checkbox"/> 媒體融入教學		
<input type="checkbox"/> 專題研究		
<input type="checkbox"/> 其他：	(教師輸入其他教學方法)	
評量方法		
方式	百分比	說明
v 作業	30%	(教師勾選左列教學方式百分比，並填入必要說明)
<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
v 課堂討論參與	10%	
v 出席	10%	
v 報告	50%	
<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		

□ 其他：	(教師輸入其他評量方法)
<p>參考書目</p>	<p>Apostolakis, A. (2003). The convergence process in heritage tourism. <i>Annals of Tourism Research</i>, 30 (4), 795-812.</p> <p>Boniface, P. (2000). Behind the Scenes: tourism, and heritage, in the periphery to the French Mediterranean coast. <i>International Journal of Heritage Studies</i>, 6 (2), 129-144.</p> <p>Bruce, D. & Creighton, O. (2006). Contested identities: The dissonant heritage of European town walls and walled towns. <i>International Journal of Heritage Studies</i>, 12 (3), 234-254.</p> <p>Buntman, B. (2008). Tourism and tragedy: The memorial at Belzec, Poland. <i>International Journal of Heritage Studies</i>, 14 (5), 422-448.</p> <p>Chhabra, D., Healy, R. & Sills, E. (2003). Staged authenticity and heritage tourism. <i>Annals of Tourism Research</i>, 30 (3), 702-719.</p> <p>Drummond, S. (2001). <i>Quality Issues in Heritage Visitor Attractions</i>. Butterworth-Heinemann.</p> <p>Garrod, B. & Fyall, A. (2000). Managing heritage tourism. <i>Annals of Tourism Research</i>, 27 (3) 682-708.</p> <p>Gonzalez, M. G. (2008). Intangible heritage tourism and identity. <i>Tourism Management</i>, 29, 807–810.</p> <p>Goulding, C. & Domic, D. (2009). Heritage, identity and ideological manipulation: The case of Croatia. <i>Annals of Tourism Research</i>, 36 (1), 85-102.</p> <p>Halewood, C. & Hannam, K. (2001). Viking heritage tourism: Authenticity and commodification. <i>Annals of Tourism Research</i>, 28 (3), 565-580.</p> <p>Hampton, M. P. (2005). Heritage, local communities and economic development. <i>Annals of Tourism Research</i>, 32 (3), 735-759.</p> <p>Herbert, D. (2001). Literary places, tourism and the heritage experience. <i>Annals of Tourism Research</i>, 28 (2), 312-333.</p> <p>Hodges, A. & Watson, S. (2000). Community-based heritage management: a case study and agenda for research, <i>International Journal of Heritage Studies</i>, 6 (3), 231-243.</p> <p>Hodges, M. (2009). Disciplining memory: Heritage tourism</p>

and the temporalisation of the built environment in rural France. *International Journal of Heritage Studies*, 15 (1), 76-99.

Howard, P. (2003). *Heritage: Management, Interpretation, Identity*. London: Continuum.

Jonsen-Verbeke, M. (1999). Industrial heritage: A nexus for sustainable tourism development. *Tourism Geographies*, 1 (1), 70-85.

Klimpke, U. & Kammeier, H. D. (2006). Quedlinburg—10 years on the World Heritage List: East-west transformations of a small historic town in central Germany. *International Journal of Heritage Studies*, 12 (2), 139-158.

Light, D. (2000). An unwanted past: contemporary tourism and the heritage of communism in Romania, *International Journal of Heritage Studies*, 6 (2), 145-160.

Markwell, S., Bennett, M. & Ravenscroft, N. (1997). The changing market for heritage tourism: A case study of visits to historic houses in England. *International Journal of Heritage Studies*, 3 (2), 95-108.

McIntosh, A. J. & Prentic, R. C. (1999). Affirming authenticity: Consuming cultural heritage. *Annals of Tourism Research*, 26 (3), 589-612.

McKercher, B. & Du Cros, H. (2002). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*, New York: Haworth.

Moscardo, G. (1996). Mindful visitor: Heritage and tourism. *Annals of Tourism Research*, 23 (2), 376-397.

Nuryanti, W. (1996). Heritage and postmodern tourism. *Annals of Tourism Research*, 23, 249-260.

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Richards, G. (2001). *Cultural Attractions and European Tourism*. CABI.

Robinson, M. et al. (2000). *Tourism and Heritage Relationships: Global, National and Local Perspectives*. Sunderland: Business Education Publishers.

Timothy, D. & Boyd, S. (2003). *Heritage Tourism: Theme in Tourism*, Essex: Pearson Hall.

Tunbridge, J. E. (2008). *Malta: Reclaiming the naval*

heritage? *International Journal of Heritage Studies*, 14 (5), 449-466.

van der Borg , J., Costa, P. & Gotti, G. (1996). Tourism in European heritage cities. *Annals of Tourism Research*, 23 (2), 306-321.