Teaching Cultural Tourism in General Education:
A Module for Cultural Heritage Studies

Presentation for the GE Conference 2012,
City University of Hong Kong
Dr. Michael W. H. Chan
Department of General Education
Hang Seng Management College

Content
- Characteristics in teaching Cultural Tourism
- The Integration between Cultural Tourism and General Education
- Setting up the module and experience gained
- Assessment and Challenges

Two key questions
- The effectiveness of the course in enhancing students’ interests on cultural tourism
- The adjustment of the course context and structure to align the ideas of general education

What is “Cultural Tourism”?
Characteristics of Cultural Tourism

- From Sight-seeing to Experience
- From Business to Conservation and Authenticity
- From Single-minded to concerning all stakeholders

Conservation
Both Tangible and Intangible Cultural Heritages are important

Intangible Heritages like:
- Customs & Culture
- Philosophy
- Fine Arts
- Religion
- Festival, etc.

Stakeholders in Cultural Tourism

- Conservation, Authenticity
- Tourism industries
- Sustainable development
- Policy
- Publicity
- Package
- Incentive
- Hosts, Residents
- Authenticity
The Integration between Cultural Tourism and General Education

- Understanding the heritage: Inter-disciplinary from local history, cultural studies, economics and policy making
- Heritage Fieldwork: Off-campus learning
- Group Project and presentation: Self learning and group cooperation, planning and management, use of multi-media, etc.

Adjustments on designing Cultural Tourism module in GE

- Traditional training are concentrating on the Tourism Industry Sector, like trip arrangement, escorting, tourism business, etc.
- As for a GE course, adjustments have been made on shifting the course from tourism management to tourist identity, social concern and cultural studies.

Adjustments on designing Cultural Tourism module in GE

- Tourism studies: Tourist oriented
- Cultural: Authenticity and conservation
- Historical: Local history and the inter-relationship between the people and society
- Social content: Environmental/ Social Impact Assessment (EIA, SIA)

The Module

- Lectures on basic concepts in Culture, Tourism and Conservation
- 4 heritage fieldwork
- Group project of making a day trip on Cultural Tourism in Hong Kong
- Presentation and individual report on specific topic
Students’ Presentation samples
Course: GEN2007 Cultural Tourism

Lung Yeuk Tau Heritage Trail
龍躍頭文物徑
Route

- Start from Fanling KCR
- Take the mini-bus (54K)
- From Tsung Kyam Church to Siu Hang Tsuen
- Except Shek Lo and Tung Kok Wai

Lo Wai

- First walled village built by the Tang clan
- Village wall and layout of village still exist
- Entrance tower and enclosing walls were declared monuments in 1997
- Local residents still live in Lo Wai – Private Property
- Not open to public

<table>
<thead>
<tr>
<th>Lo Wai</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Authenticity</td>
<td>6</td>
</tr>
<tr>
<td>Social impact</td>
<td>1</td>
</tr>
<tr>
<td>Tourism value</td>
<td>5</td>
</tr>
<tr>
<td>Sustainability</td>
<td>10</td>
</tr>
<tr>
<td>Viability</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
</tr>
</tbody>
</table>

Problem between Villagers and Government

- Private property not open to the public:
  - many historic buildings are not allowed to enter
  - e.g. Tang Chung Ling Ancestral Hall, Lo Wai
Challenges and Experiences

Opening a “non major and leisure” course in a credit and career oriented institution...

Key Questions:
Opening Students’ mind...
Arousing their interests and experiences...

Assessment and Evaluation

The Module is examined with qualitative and quantitate assessments. Quantitate assessment: questionnaire survey for 150 students
- 1/2 of the students have taken the module
- 1/2 are fresh students without taking the course
- Questionnaire aimed to assess their attitude as cultural tourists, sense of conservation and authenticity, knowledge on local culture and history, etc.

Qualitative assessments:
- Change of attitude and interest on cultural tourism (from incidental tourists to purposeful tourists)
- Sense of conservation on heritage
- Willingness on acquire more information on cultural tourism
- Awareness on Environment and Social Impact to the host and site
Sometimes, students’ achievements are shown in Facebook, not in their records...