

[Creative Management and Marketing of Cultural Heritage]

開課系所	創意產業設計研究所
開課學年	111 學年度
開課學期	下學期
課程名稱(中文)	文化遺產創意營銷
課程名稱(英文)	Creative Management and Marketing of Cultural Heritage
課程碼	
分班碼	
先修科目或先備能力	無
學分數	3
開課教師	林蕙玟 LIN, Hui-Wen
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電話	06-2757575 ext.54374
Office Hours	to be announced
Course description	<p>This course aims at opening a discussion of “narratives of cultural heritage” in relation to ongoing changes in contemporary society. The narratives of cultural heritage are taken to broader scope, which can be explored to traditional folklore, artefacts, historic sites, archaeological ruins, memorials and museums... Heritage and its narratives have strong performative strength. This course enlightening perspective from case study focuses on award winning cultural heritage project nominated by Europa Nostra to exploit innovative precedents for selected heritage sites locally.</p> <p>After studying the precedent cases, students will be guided to explore ethnographic approach to local heritage- residents and their inherited past, the heritage trails of Dr. James Laidlaw Maxwell in the Badland area of Zuocheng. By exploring interconnections and life associated with the past, students will be able to dig deeper about each heritage site along the trail. Course will provide tools and methods to present ultimate stimulation material kits for enlighten the communication between students as artistic facilitators and local elderlies in order to elicit as well as bridge up personal and collective memories with the past.</p>
Teaching goals	<p>The goal of the course is to give students the necessary heritage management and marketing tools in line with international, national and regional strategies to enhance the cultural heritage management and marketing, themes will include:</p> <ol style="list-style-type: none"> 1. Conceptualizing Educational Programme & Exhibitions 2. Heritage Interpretation and the Public communications 3. Healing power on HoP. (Heritage on Prescription) <p>Students will thoroughly understand the fundamental objectives of managing cultural heritage as well as indicators and benchmarks for successful marketing. This course will also help students to examine sustainable development through case studies and direct experience.</p>

Schedule

No	Date	Time	Theme	Description	Venue	
1	2/13	14:10~17:00	Course Introduction Basic concepts of Cultural Heritage	Introduction to the course and explain the main on-site activities and course contents/ Background of Cultural Heritage, explaining terminologies, definitions, impacts and concepts	NCKU creative classroom #5108	
2	2/20		International Charters, Principles and Trends/ On site research and practices	World heritage sites, cultural heritage conservation, impacts of heritage tourism. 3. Ethnography of places and sites: New challenges in the ethnography method-subjects/ object and people. 4. Summary and discussion of heritage terminology, international charters, and agencies, major international organizations such as the World Heritage Organization, ICOMOS, EUROPA NOSTRA that are involved in the heritage industry.		
3	2/27		228 National holiday make up day			
4	3/6		Cultural Heritage Tourism/ Preparation for field work (I)	Interpreting cultural heritage: Its principles and visitor's interest. The products and their raw material /Heritage theme trails./ Preparations for on-site research workshop		
5	3/13		Heritage management and marketing/ Preparation for field work (II)	Foundation of management plan-Understanding significance, value and authenticity. Heritage marketing: Heritage visitor characteristics and motivations.		
6 ~ 10	18 Mar.	8:20~9:50	Coach from NCKU→Neimen			
		10:00~ 12:00	Understand & Discover: Invited Speaker (I)	Lecture on place making, community revitalisation	集穡室工坊	
		12:20~13:30	午餐		集穡室工坊	
		13:50~ 17:30	Understand & Discover: Site visiting /getting to know community/ Community	Site visiting in Neimen/ Community members will introduce and share current situation, condition of Neimen/ Briefing	內門時尚村姑/ Corner Organic Farm	

			briefing		
		17 : 40~ 19:00	dinner		Mucha Church
		19:00~21:00	Understand & Discover: Invited Speaker (II)	Lecture on mobile/ portable experience and service design	
		21:00 ~	Free time		
		8:30~9:30	breakfast		
19 Mar.		9:00~11:00	Local religious experience	Sunday worship experience	集穡室工坊
		11:00~12:30	Interactive activity through prepared materials (I)	Interaction with community ‘youth members’ through stimulated materials adopted from new creations of John Thomson’s photographs	
		12:30~13:30	lunch		
		13:50~17:00	Interactive activity through prepared materials (I)	Interaction with community ‘adult members’ through stimulated materials adopted from new creations of John Thomson’s photographs/ Developing themes and stories	
		17:20~18:40	Return to NCKU (Neimen→NCKU)		take away dinner
11	3/20	14:10~17:00	Define and Develop Issues, Concepts & Challenges	Present findings of cultural collections Experience/Service Design for <i>the Suitcase (1):</i> Integration of collections	NCKU creative classroom #5108
12	3/27			Present findings of cultural collections Experience/Service Design for <i>the Suitcase (2)</i> Defining theme/ target	
13	4/10			Experience/Service Design for <i>the Suitcase (3):</i> Reverse brainstorming for implementation /Collaborative ideation	
14	4/17			Experience/Service Design for <i>the Suitcase (4):</i> Co-creation with community members	NCKU creative classroom #5108 Community members come to join
15	4/24			Experience/Service Design for <i>the</i>	NCKU

			<i>Suitcase (5): System design</i>	creative classroom #5108
16	5/1		Finalizing design/ Final discussion	
17	5/8	Implementation	Progress week	To be announced
18	5/15		On-site presentation/ exhibition/ demonstration	

參考書目	<ol style="list-style-type: none"> 1. Costa P, 2004, "Milieu effects and sustainable development in a cultural quarter: the Bairro Alto – Chiada area in Lisbon", in <i>Resources naturelles et culturelles, milieux et développement local</i> Eds R Camagni, D Maillat, A Matteaccioli (EDES, Neuchatel) pp 157 – 193. 2. 'Cultural Heritage Charters and Standards'; 'Stewarding the Past in a Perplexing Present' by D. Lowenthal "The Making of Cultural Heritage" by S. Pearce. 3. 'Stewarding the Past in a Perplexing Present' by D. Lowenthal "The Making of Cultural Heritage" by S. Pearce; 4. "Five Principles for Successful and Sustainable Cultural Heritage Tourism" http://www.culturalheritagetourism.org/fiveprinciples.htm 5. Amnuay-ngertra, S. (2003). 'Product Development for Heritage Tourism', SPAFA Journal, 13 (3), 23-31. 6. Archer. D. and Wearing. S. (2002). 'Interpretation and Marketing as Management Tools on National Parks: Insights from Australia', Journal of Leisure Property,. (2), 29-39. 7. Barbara Kirshenblatt-Gimblett, "Theorizing Heritage." JSTOR[http://www.jstor.org/stable/924627] 8. D. Harvey, The History of Heritage, Ashgate Research Companion pp. 19-37; 9. Eagles, P., McCool, S. and Haynes, C. (2002). Sustainable Tourism in Protected Areas: Guidelines for Planning and Management. IUCN Gland: Switzerland and Cambridge, UK. 10. Gottdiener M, 1985 <i>The Social Production of Urban Space</i> (University of Texas Press, Austin, TX) 11. Graham and P. Howard; Managing World Heritage, ed.; A Leask and A. Fyall, 2006; 12. Helbrecht I, 1998, "The creative metropolis: services, symbols and space" <i>International Journal of Architectural Theory</i> 3, http://www.theo.tu-cottbus.de/wolke/X-positionen/Helbrecht/helbrecht.html 13. Helbrecht I, 2003, "Bare geographies in knowledge societies—creative cities as text and piece of art: two eyes, one vision", Department of Geography, Bremen Bibliothekstrasse 1, University of Bremen, Bremen 14. Heritage and Globalization, ed. S. Labadi and C. Long, Routledge, 2010; Towards World 15. Heritage website, English Heritage, US NPS, South Africa, Australian Heritage 16. Heritage, ed. M. Hall, Ashgate, 2011; The Heritage Reader, ed. G. Fairclough et al 17. Heritage: Management, Interpretation, Identity, P. Howard, 2006; Managing Change: 18. Hutton T A, 2000, "Reconstructed production landscapes in the postmodern city: applied design and creative services in the metropolitan core" <i>Urban Geography</i> 21 285 – 317
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	<p>19. Hutton T A, 2004a, "The new economy of the inner city" <i>Cities</i> 21 89 – 108 , doi:10.1016/j.cities.2004.01.002</p> <p>20. ICOMOS. (1999). International Cultural Tourism Charter. ICOMOS Scientific Committee on Cultural Tourism.</p> <p>21. J. Teutonico, 2003; Cultural Resource Management in Contemporary Society, ed. F. McManamon and A. Hatton 'Cultural Heritage Charters and Standards';</p> <p>22. Jukka Jokilehto, "Management and Presentation of Cultural Heritage Sites; Heritage and Globalization" pp. 1-6</p> <p>23. Kimmel, J. (n.d.) 'Heritage Tourism Product Development.' Retrieved 10 November, 2003, from http://www.sulross.edu/pdf/rji/Heritage%20Tourism%20Product%20Development.pdf</p> <p>24. Knox P, 1987, "The social production of the built environment" <i>Progress in Human Geography</i> 11 354 – 377</p> <p>25. Management plan templates and guidelines from UNESCO World</p> <p>26. McKercher, B. and Du Cros, H. (2002). Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management, New York: Haworth</p> <p>27. Moscardo, G. (1996). 'Mindful Visitor: Heritage and Tourism', <i>Annals of Tourism Research</i>, 23 (2), 376-397.</p> <p>28. Nuryanti, W. (1996). "Heritage and Postmodern Tourism", <i>Annals of Tourism Research</i>, 23: 249-260.</p> <p>29. Part IV. Role Play and Relevance: Shaping Interpretation for Different Audiences</p> <p>30. Peleggi, M. (1996). "National Heritage and Global Tourism in Thailand", <i>Annals of Tourism Research</i>, 23: 432-428.</p> <p>31. Routledge, 2007; The Ashgate Research Companion to Heritage and Identity, ed. B</p> <p>32. Sustainable Approaches to the Conservation of the Built Environment, ed. F. Matero and The Ename Charter: International Guidelines for Authenticity, Intellectual Integrity and Sustainable Development in the Public Presentation of Archaeological and Historical Sites and Landscapes, 21 November 2002. Available on www.enamecenter.org/pdf/charterENG.pdf</p> <p>33. Thomas F. King – Ch 8 - Cultural Resource Management Plans.</p> <p>34. Tilden, F. (1977). <i>Interpreting Our Heritage</i>, University of North Carolina Press, Chapel Hill.</p> <p>35. Timothy, D. and Boyd, S. (2003). <i>Heritage Tourism: Theme in Tourism</i>, Pearson Hall, Essex.</p> <p>36. Wager, J. (1995). 'Developing a Strategy for the Angkor World Heritage Site', <i>Tourism Management</i>, 16: 515-523.</p>
課程要求	<ul style="list-style-type: none"> • Attendance and Participation/Group Projects/Individual Projects
評量方式	<ul style="list-style-type: none"> • Attendance and Participation: 40% • Group project/presentation 40% • Individual Projects: 20%
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Moodle	https://moodle.ncku.edu.tw/course/view.php?id=30436

