

GEOG3307 Cultural Tourism in Hong Kong, Macau and South China (6 credits)

Course Teacher: Dr Michael W H Chan

Objectives

This course introduces the underlying factors, characteristics and challenges on cultural heritage conservation, management and the related tourism development in Hong Kong, Macau and the South China region.

Course Synopsis

Cultural tourism offers a promising alternative to conventional tourism development, which also contributes to the preservation of the heritage and customs of the place. This course arouses students' interests in exploring the rapid development of cultural tourism in Hong Kong, Macau and the South China region. The course examines the dynamic relationship among conservation, sustainable management, social and cultural factors, stakeholders' interests, tourism marketing and development trends, with selected case studies.

Lecture Topics

- Characteristics of cultural tourism development in HK, Macau and China
- Early development of Hong Kong
- Hong Kong's colonial period and building characteristics
- Cultural tourism development and challenges: Macau World Heritage
- World Heritage sites in South China: Fujian Tulou and Kaiping Diaolou and Villages
- Cultural tourism resources in South China
- The "Red", "Blue" and Patriotic tourism in Mainland China and Taiwan

Fieldwork

Fieldwork on selected heritages and monument sites will be conducted.

Assessment

Examination (two hours) 50%; Coursework 50% (consists of one team project: group presentation 10% & individual report 40%)

Learning Outcomes

Knowledge:

- An introduction to cultural tourism in Hong Kong, Macau and South China region
- An understanding of the unique mixed cultural and urban features in the region
- An awareness on the sustainable management of heritages in HK, Macau and China

Skills:

- Ability to think critically on cultural tourism development in HK, Macau and China
- Analysis and interpretation skills on research materials and on-site survey
- Skills in teamwork techniques, presentation, critical reading and writing

Recommended Reading List

1. Dallen, J. T. and Boyd, S. (2003). *Heritage tourism*. Essex: Pearson Education.
2. du Cros, H. & McKercher, B. (2014) *Cultural tourism, 2nd edition*. New York: Routledge.
3. du Cros, H. & Lee, Y. F. (2007) *Cultural Heritage Management in China: Preserving the Cities of the Pearl River Delta*. New York: Routledge.
4. Liu, T. (ed.) (2011) *Intangible Cultural Heritage and Local Communities in East Asia*. Hong Kong: South China Research Center, Hong Kong University of Science and Technology; Hong Kong Heritage Museum.
5. Williams, S. (2009) *Tourism geography: A new synthesis*. New York: Routledge.