

**Western Michigan University Department of History**  
**HIST 5150, Heritage Tourism, Spring 2014**  
**M 7:00pm-9:30pm, Dunbar Hall 02209, 3 undergraduate hours**

Instructor: Dr. David Benac  
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**Office Hours:** I am available before and after class and by appointment. If you have any questions about the class or need assistance please do not hesitate to ask.

**Course Description:** The history and theory behind the study of heritage tourism as a field of practice. Examination of social, economic, political and cultural changes pertinent to the field. Ethics, authenticity, motivations, authority, and sustainability of tourism to sites and events of significance for their connections to culture and heritage.

**Program Goals Addressed in the Course:** The purpose of this course is to help answer the following questions: What is heritage? What is tourism? Why do people travel to “heritage” sites? Who benefits from heritage tourism? What are the threats posed by heritage tourism? This course will present an opportunity to gain an understanding of the opportunities in heritage tourism and the research and communication skills that are necessary for success.

**Course Outcomes:** HIST 5150 is a readings-based seminar in which you will develop your ability to read critically and communicate your ideas clearly in both written and verbal form. At the completion of the course you will have a solid understanding of the field upon which you can build for successful employment or graduate study.

**Course Required Texts:** (additional reading will be assigned in class)

Jane Desmond, *Staging Tourism: Bodies on Display from Waikiki to Sea World* (University of Chicago Press, 2001). ISBN 978-0226143767

Lucy Long, *Culinary Tourism* (The University Press of Kentucky, 2010). ISBN 978-0813129853

Dean MacCannell, *The Ethics of Sightseeing* (University of California Press, 2010)

Hal Rothman, *Devil's Bargains: Tourism in the Twentieth-Century American West* (University Press of Kansas, 2000). ISBN 978-0700610563

Dallen Timothy, *Cultural Heritage and Tourism: An Introduction* (Channel View Publications, 2011). ISBN 978-1845411763

**Course Assignments:** You will demonstrate your success in this class by your performance on weekly reports, a prospectus, a revised prospectus, an original research paper, and participation.

Readings reports: Each week you will turn in a well-written summary of the reading that is between one and two pages in length. Concise writing and clarity of thought are crucial skills. Your weekly papers are not to exceed two pages. Graded on a +/- scale (0-2 points each 16 points is considered full credit)

Prospectus: (Due 2/17) You will turn in a completed prospectus for your original research paper. The prospectus will reflect your research plan. You should explain your methodology, research questions, timeline, and the sources and repositories you plan to utilize. At this point you should have identified 5 sources (10 sources for graduate students). The completed prospectus will be 3-5 pages.

Revised prospectus: (Due 3/10) You will turn in a fully edited prospectus as well as the marked up copy you turned in on 2/17. This prospectus should touch on all of the same information as the previous edition while reflecting substantial improvement and development in light of your continued work and the comments on the first submission. The revised prospectus should expand your source count to 8 (15 for graduate students). The revised prospectus will be 3-5 pages.

Original research paper: (Due 4/14) Your paper topic must be approved by your instructor. The paper will touch on a topic relevant to the history or future of heritage tourism. The paper can take the shape of a traditional history of a site, a theme, or a tourist behavior. You can also use the research project to write a white paper for a site or an agency. Undergraduate papers (10-12 pages) Graduate papers (20 pages)

Book review: You are required to submit one book review. You can choose from the assigned books by Desmond, Long, or Rothman. The review should critically assess the book in question with special attention to the author's thesis, argument, sources, and organization as well as the book's place in the historiographical tradition. (length 700 words)

Participation is awarded based on your attendance, positive contributions to class, assigned discussion leadership, use of the elearning forum as assigned, and any in-class activities. Each graduate student will lead class discussion three times, two of those times will be working with an undergraduate student. Undergrads will each lead discussion one time with the assistance of a graduate student. Discussion assignments will change to reflect enrollment.

**Course Calendar:** All reading is due by the beginning of class. Additional reading will be assigned in class.

1/6:

1/13: Timothy, 1-143

1/20: Martin Luther King, Jr., Day, No Class

1/27: Timothy, 149-311

2/3: MacCannell, 3-40 and Timothy, 317-348 (museums: keepers of the past and archaeological sites

and ancient monuments)

2/10: MacCannell, 41-90 and Timothy, 352-380 (landscapes of the elite and the ordinary and the industrial past)

2/17: MacCannell, 91-157 and Timothy, 384-400 (religious sites and pilgrimages)

2/24: MacCannell, 158-166 and Timothy, 406-419 (diasporas, roots, and personal heritage tourism)

3/3: Spring Break, No Class

3/10: Desmond, Staging Tourism

3/17: MacCannell, 167-181 and Timothy, 424-437 (indigenous culture)

3/24: Rothman, Devil's Bargains

3/31: MacCannell, 182-195 and Timothy, 443-468 (dark tourism)

4/7: Long, Culinary Tourism

4/14: MacCannell, 196-229 and Timothy, 473-484

4/21: Finals Week

**Course Grading Policies:** All grades will be posted in the Elearning system's grade book.

Assignment	Percentage of final grade
Readings reports (11)	10% aggregate
Prospectus	15%
Revised prospectus	15%
Research paper	30%
Book review	20%
Participation	10%

**Course Grade Scale:**

Grade	Honor points	Significance
A	4.0	outstanding, exceptional, extraordinary
BA	3.5	
B	3.0	very good, high pass
CB	2.5	

C	2.0	satisfactory, acceptable, adequate
DC	1.5	
D	1.0	poor
E	0.0	failing
X	0.0	failure (unofficial withdrawal)
W		official withdrawal
I		incomplete
CR		credit
NC		no credit
AU		audit (noncredit enrollment)

**Academic Ethics and Integrity:** You are responsible for making yourself aware of and understanding the policies and procedures in the University's Catalog's that pertain to Academic Integrity.

These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Judicial Affairs. You will be given the opportunity to review the charge(s).

If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with the course instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

**Non--Discrimination Policy:** Western Michigan University prohibits discrimination or harassment which violates the law, or which constitutes inappropriate or unprofessional limitation of employment, University facility access, or participation in University activities, on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, age, protected disability, veteran status, height, weight, or marital status.

**WMU Human Rights Statement:** It is a fundamental policy of Western Michigan University not to discriminate on the basis of sex, sexual orientation, color, race, age, religion, national origin, height, weight, marital status, or handicap in its educational programs, admissions, employment, promotions, salaries and social activities. Through its example and teaching, Western strives to foster in its students, faculty, and staff respect for basic human rights. In its external relationships, the University is supportive of those activities that seek constructive change in the development of human rights in this country and abroad.

**Specific Needs:** Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the professor and/or Disability Services for Students, (269) 387--2116, at the beginning of the semester. Disability information provided to the instructor will remain confidential. DSS recommends that students with disabilities bring their accommodation letters to the instructor during office hours or by special appointment. During the appointment, the particulars of arrangements for

accommodations can be discussed and agreed upon in private.

**Classroom Decorum & Etiquette:** Every member of this learning community has the right to freely express his/her opinion as long as this is done in such a way as to not impede the rights of other members of the learning community. Along this line, it is expected that all participants in this class will treat all others with respect and dignity. Behavior that is disrespectful, intimidating, threatening, or disruptive of the learning environment will not be tolerated. If any participant in the class has a concern regarding another participant's behavior he/she is encouraged to speak with the instructor.

**WMU E-Mail Account is the Official Channel of Communication:** Students are expected to use their WMU e-mail accounts regularly, as this is the official channel of communication between the University and student. Students receive notifications of class cancellations, campus emergencies and closures, and other important information through this channel. Problems sending or receiving e-mail through the WMU address may be addressed at the Help Desk (387-HELP), online at <http://www.wmich.edu/oit/helpdesk/>, or in person at the front desk in any on-campus computer lab.