

Subject Description Form

Subject Code	CC4151 / CC4151P
Subject Title	Chinese Cultural Policy and Heritage Management 中國文化政策與文化遺產管理
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Exclusion for CC4151: CC4151P Exclusion for CC4151P: CC4151
Objectives	<p>This course aims to offer an in-depth understanding of the factors and mechanism of cultural policy formulation on the one hand and problems, constraints and prospects of cultural heritage conservation in China on the other. Definitions, characteristics, historical background, international trends in heritage preservations, development models and prospects for both cultural policies and the cultural industry in present-day China will be studied, as will factors influencing cultural policies and the impact of policy environment on the development of cultural industry.</p> <p>Recent development of cultural heritage conservation and management in China within the context of rapid economic growth and marketization will be examined. Policy, management system, financing and operating models of cultural heritage conservation, as well as commercialization of cultural heritage will be looked into.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a) understand the relationship and dynamics of cultural policy and heritage management in China, b) understand the theories and development of cultural policies and the cultural industry in China, c) analyze critically the relationship between cultural development and political and economic development in China, d) have a systematic understanding of the current trends of cultural heritage conservation policy and management in China and the world, in both theory and practice, e) identify the problems and constraints of cultural heritage conservation and analyze the prospects and opportunities for better management.

Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1) What is cultural policy, cultural industry, and heritage management? 2) Nature, functions and limits of cultural policies in China 3) Development of cultural policies in China 4) Definition and characteristics of the cultural industry in China and its relations to the global trend 5) Impact of policy environment on the development of cultural industry 6) Cultural heritage conservation policy and management in China 7) Impact of the market-oriented reform on cultural heritage conservation and management 8) Financing and commercializing cultural heritage conservation in China 9) Selected cases of cultural heritage conservation and management in China 																																															
Teaching/Learning Methodology	<p>The course consists of lectures, tutorial sessions and fieldtrips, but is essentially research-oriented. Student will read assigned readings before class and discuss issues brought up in the lecture. There is a fieldtrip for students to visit and study selected cultural sites for preparation of their case study. Students, in groups, will submit short fieldtrip reports after the visit. Students will further submit group written reports based on case study of particular issues for classroom discussion and then revise them after class into formal written reports.</p>																																															
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>1. Class Participation</td> <td>5%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Mid-term and Final Quizzes</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Group Field Trip Report and Presentation</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Individual Case Study Report</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="5"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	1. Class Participation	5%	✓	✓	✓	✓	✓	2. Mid-term and Final Quizzes	25%	✓	✓	✓	✓	✓	3. Group Field Trip Report and Presentation	30%	✓	✓	✓	✓	✓	4. Individual Case Study Report	40%	✓	✓	✓	✓	✓	Total	100%					
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> 1) Class participation and discussion helps to assess students' degree of dedication to the course and ability to present coherently and respond appropriately 2) Mid-term test timely gauges students' learning ability while enables teacher to make adjustments in teaching 3) Fieldtrip reports in groups enable students to work as teams and teacher to know their research ability and presentation skill 4) The written case study report, of about 4,000 words each, in the form of an individual or a collective research paper, best assess students' overall ability to conduct research and present their findings in an accessible way 	
Student Study Effort Expected	Class contact:	
	▪ Lecture	22 Hrs.
	▪ Tutorial	11 Hrs.
	▪ Fieldtrip(s)	12 Hrs.
	Other student study effort:	
	▪ Reading	35 Hrs.
	▪ Writing	30 Hrs.
	▪ Discussion	12 Hrs.
	Total student study effort	122 Hrs.
Reading List and References	<ol style="list-style-type: none"> 1. 上海市文化廣播影視管理局 (http://wgj.sh.gov.cn/) 2. 《中國文化產業評論(卷一至卷十)》。上海出版社，2003 - 2009。 3. 王永章主編，《中國文化產業典型案例選編》。北京出版社，2004。 4. 胡惠林，《文化產業學：現代文化產業理論與政策》。上海：文藝出版社，2006。 5. 《國家“十一五”時期文化發展規劃綱要》 6. 陳杰、閔銳武，《文化產業政策與法規》。青島：中國海洋大學出版社，2006。 7. McGuigan, Jim. <i>Rethinking Cultural Policy Studies</i>. Maidenhead (England): Open University Press, 2004. 	

8. Miller, Toby. *Cultural Policy*. London; Thousand Oaks: Sage, 2002. [中譯版 – 蔣淑貞、馮建三譯；國立編譯館主譯：《文化政策》。台北：巨流圖書有限公司，2006。]
9. Chan, W.Y. & S.Y. Ma. “Heritage Preservation and Sustainability of China’s Development.” *Sustainable Development*, Vol.12, No.1 (2004), pp. 15-31.
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11. du Cros, H., T. Bauer, Song Rui, & C. W. H. Lo. “Cultural Heritage Assets in China as Sustainable Tourism Products: Case Studies of the Hutongs and the Huanghua Section of the Great Wall.” *Journal of Sustainable Tourism*, Vol. 13, No. 2 (2005), pp. 171-194.
12. Leung, Y.F. “Environmental Impacts of Tourism at China’s World Heritage Sites: Hunagshan and Chengde.” *Tourism Recreation Research*, Vol. 26, No. 1 (2001), pp.117-22.
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14. Orbasli, A. *Tourists in Historic Towns. Urban Conservation and Heritage Management*. London: E & FN Spon, 2000.