

COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

ACH501 Critical Issues for Culture and Heritage Management (3 credits)

The course introduces students to the politics and policies of heritage management in the urban environment. Following completion of the course, students should have a good understanding of what constitutes urban and cultural heritage, and why its conservation is so politicised. The course begins by questioning what cultural heritage is in urban contexts, and examining the pressures that processes of urbanisation and development place on existing urban landscapes and connections to place. It will also examine both academic and professional debates regarding ideas about how and why objects, buildings, landscapes, and traditions should be preserved, protected, and presented to current and future generations. The key emphasis will be on the emergence of urban heritage landscapes in Asian cities. In particular, the course will discuss the similarities and divergencies between arts heritage conservation and management in the UK context with that of Hong Kong and the Greater Bay Area

ACH502 Cultural Policy and Practice (3 credits)

This course will address a range of issues relevant to cultural policy and practice in Hong Kong and other Asian cities. It will discuss the relationship between cultural production and policy and deal with issues of ‘what is culture’ in different cultural contexts and countries. This course will provide students with a deeper understanding on the formation and reformation of cultural policies at the local, national, regional and international levels. The Cultural Policy Workshop will enable students to participate in the process of proposing local cultural policies for their countries and to network for the purposes of the research needed to develop policies conducive to improving the working environment in arts and cultural sector. The course will also provide some practical, transferrable skills, such as decision making, data management, community consultations, marketing, policy evaluation and development.

ACH503 Arts Exhibition and Performance Management (3 credits)

The human progress of civilization and technology constantly contest the idea of curatorial, the process that gives people the context in the art viewing experience. What the present holds and what the future foretold when we talk about curating an exhibition for a Museum or producing a performance in the digital age. Can a community be curated? Can we have a collective panel instead of one curator? What does it mean to have a non-hierarchical artful experience? This course, run in collaboration with the Hong Kong Arts Centre, will be taught through lectures, tutorials, and field trips; it examines the above key questions, focusing on key themes and debates within exhibition-making and creative producing such as the role of curator, boundary-pushing curatorial concepts, curating in and outside the museum and working with communities and other mediums and disciplines. Students will learn critical organisational management skills, including art and culture production, venue and risk management as well as business models in working with heritage and cultural capitals.

ACH504 Dissertation: Master of Arts in Arts and Cultural Heritage Management (6 credits)

The dissertations and projects are intended to assess the full range of students’ abilities and to apply a range of learning outcomes which the programme enables students to develop. In particular it enables assessment of the ability to design, develop and write an advanced research project using primary and/or secondary materials appropriate to the topic and

according to the necessary conventions of scholarly work. It requires independent motivation and self-directed learning, under supervision, and enables students to demonstrate competence for critical analysis and sustained persuasive argument. Students will be assigned one supervisor from the University of Lincoln, and one from Lingnan, so that students can benefit from the expertise of staff at both institutions and maintain links with them throughout their studies.

ACH505 Conservation and Management of Historic Sites and Buildings (3 credits)

The built environment is the physical manifestation of our culture. The heritage of the built environment includes historic cities and neighbourhoods, monuments and memorials, historic buildings, historic infrastructures, archaeological sites, underwater ruins, and so forth. Unfortunately, climate change, the massification of tourism, the need for urban renewal, and insufficient management and resources are nowadays the major conservation threats to historic sites and buildings around the world.

This course introduces the concepts and values of conserving the historic built environment and explores the pertinent issues facing built heritage management today. It discusses different ways of conserving, restoring, and reusing historic sites and buildings. Field trips to historic sites in Hong Kong will be arranged, and students will have the chance to engage in dialogues with local conservation professionals.

ACH506 Cultural Tourism (3 credits)

Cultural tourism represents both a significant opportunity and challenge for the tourism industry and the communities in which it is embedded. This course introduces the major concepts and issues in cultural tourism. It provides students with an in-depth understanding of the nature of culture in tourism management, as well as the principles and practices of cultural destination planning and marketing. The design and assessment of cultural tourism product potentials will be discussed. The difficulties of managing cultural tourism products will also be highlighted.

ACH507 Cultural Arts Management and Entrepreneurship (3 credits)

This course introduces students to the business of the arts and culture and covers the principles of arts management required to start and lead an arts organization. The course comprises a series of 3-hour lectures and seminars to go over various management concepts. Lectures and seminars will cover management topics such as the economics, consumer behaviour marketing, service delivery, organisational behaviour and management, legality, technology, fund raising and financial management in the area of arts.

ACH508 Contemporary Issues in Tourism (3 credits)

This course provides an up to date introduction to the major issues in contemporary tourism. The major components of tourism, as well as its contemporary developments will be introduced, and the problems and challenges associated with sustainable tourism planning and management will be discussed with the support of case studies and examples from Hong Kong and around the world. This course provides a critical examination on the contemporary issues in tourism and illustrates the potential solutions to mitigate these challenges.

ACH509 Capstone Project: Design Methods for Creative Cultural Revitalisation (3 credits)

In this course, students will learn to apply design methods and tools to generate creative ideas for rediscovering and revitalising community-based wisdom, knowledge and skills.

Students will learn about product and service design methods through hands on experimentation and project-based learning.

In the first half of the course, all students will learn hands on design methods and principles through various design thinking projects, specifically in relation to heritage tourism and rethinking (intangible) cultural heritage. Students will consider how innovation in this sector could spark conversations, arouse interest and revitalise cultural heritage through community engagement activities.

In the second half of the course, students will choose to either: 1. Conduct a design project in groups of 3-4 students where they work on designing a prototype for a product, process, or service that could enhance the heritage tourism sector (in terms of financial and ecological sustainability, visibility, etc.), or 2. Individually conduct a research project based on a literature review of innovation in the heritage tourism sector.

These projects will be self-directed but supervised by the course instructor(s) by way of frequent consultations related to the project's progress and possible challenges.

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