

TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV
FACULTY OF HISTORY
DEPARTMENT OF ETHNOLOGY AND LOCAL HISTORY



WORKING PROGRAM OF DISCIPLINE
MUSEUM TOURISM
for students

branch of knowledge **03 Humanities**
specialty **032 History, Archaeology**
educational level **Master's Degree**
educational program **Historical Tourism Studies**
type of discipline **Faculty required**

Form of study	<u>full-time</u>
Academic year	<u>2021/2022</u>
Semester	<u>2</u>
Number of ECTS credits	<u>4</u>
Language of teaching, learning and assessment	<u>English</u>
Form of final control	<u>exam</u>

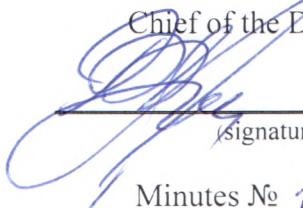
Lecturer: Kazmyrchuk Mariia, Dr. hab., Professor, Associate Professor of the Department of Ethnology and Local History

Prolonged: on 2012/2021 ed. year (signature, name, date) «10» 12 2022 year
on 20__/20__ ed. year. _____ (_____) «__» 20__ year
(signature, name, date)

Developer: Kazmyrchuk Mariia, Dr. hab., Professor, Associate Professor of the Department of Ethnology and Local History

APPROVED

Chief of the Department of Ethnology and Local History

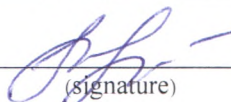

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Minutes № 13 from «30.08» 2021

Approved by scientific and methodical commission
of the Faculty of History
Taras Shevchenko National University of Kyiv

Minutes from «26» 08 2021 № 7

Head of scientific and methodical commission


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(name)

«27» 08 2021

1. Purpose of the discipline.

The aim of the course is to form competence of valuing of museum possibilities in tourism and the basic knowledge on organization of museum tours in English. This course invite to developing strong museum tourism skills and professional language knowledge to prepare for a activity in the travel and tourism industry.

2. Preliminary requirements.

General English on level 1 (B2 according to CEFR), general knowledge and basic skills in field of History.

3. Annotation of the discipline.

The course "Museum tourism" is taught for the bachelor students of the Faculty of History. The course aims to form the specialized competencies necessary for carrying out professional activities in speciality 032 "History and archeology". It is made in accordance with the educational and professional program of training on speciality 032 "History and archeology". This course provides an overview of how Museums play a crucial role in the success of tourism by attracting millions of visitors. Museums are a great creation of Humanity. They play a crucial role in the success of World's tourism, attracting a lot of visitors. They showcase the best of the history and culture from different nations to the widest possible audiences. They captivate visitors with objects that tell the stories of the world and offer a sense of place. Museum tourism is a type of tourism, the specificity of which is to use the tourist potential of museums and adjacent territories.

4. Tasks (training goals).

- 1) To form a specialized knowledge on museum tourism.
- 2) To use the current approaches to museum tourism and understand the basic concepts and definitions of museum tourism.
- 3) To demonstrate the place of museum tourism in the structure of cultural and heritage tourism.
- 4) To form the practical skills for presenting museums as tourist attractions, Ukraine and the world museums as tourist objects.

5. Learning outcomes:

Learning outcomes (1. to know; 2. to be able; 3. communication; 4. autonomy and responsibility)		Forms (and / or methods and technologies) of teaching and learning	Methods of evaluation	Percentage in the final evaluation of the discipline
Code	Learning outcome			
1.1	To know the basic concepts and definitions of museum tourism.	Lectures, seminars, individual work	Test, Essay	5%
1.2	To know the features of the functioning of museum tourism as a component of cultural heritage tourism.	Lectures, seminars, individual work	Oral interviews	7%
			Essay	5%
			Test	5%
1.3	To know the possibilities of major world and domestic museums in terms of using in tourism.	Lectures, seminars, individual work	Oral interviews	7%
			Essay	5%
			Test	5%
2.1	To be able to characterize and presented the main museums of Ukraine and the world as tourist	Lectures, seminars, individual work	Oral interviews	7%
			Essay	9%
			Test	5%

2.2	<i>Be able to freely use the acquired theoretical knowledge in the field of museum tourism to solve specific practical problems, in particular the creation of a tourism product for museum tourism.</i>	<i>Lectures, individual work</i>	<i>Exam</i>	20%
4.1	<i>Make and justify decisions and be responsible for proposals and recommendations for the development of tourism products</i>	<i>Lectures, individual work</i>	<i>Exam</i>	20%

6. The ratio of learning outcome on the discipline with program's learning outcomes

Learning outcomes on the discipline (code)	1.1	1.2	1.3	2.1	2.2	4.1
Program's learning outcomes (name)						
11. Use acquired knowledge to create and promote a historical and cultural tourism product in the tourism business system.	+	+	+	+	+	+
13. Carrying out research work - analysis of the content of the historical-tourism component in the tourism sphere				+	+	+
14. Use the acquired knowledge to create and promote a historical and cultural tourist product in the tourist business system		+	+	+	+	+

7. Scheme of evaluation.

7.1 Student assessment forms:

- semester assessment*:

Evaluation of seminars (presentation, answer on question, activity in discussion) –PH 1.2, 1.3, 2.1 – max. 40 / min. 22 points

Evaluation of written essay (individual work) – max. 30 points. PH 1.2, 1.3, 2.1 – max. 10 / min. 7 points

Evaluation of comprehensive test – max. 20 points. PH 1.1, 1.2, 1.3, 2.1 – max. 10 / min. 7 points

* Note: maximum / minimum for a positive assessment.

- final assessment:

- It is done in the form of an exam;
- the maximum of points that can be obtained by a student is 40 points;
- the following student learning outcomes are assessed: the ability to present museums as tourist attractions, the ability to characterize the main museums of Ukraine and the world as tourist attractions;
- the exam is written, types of tasks are detailed answers;
- the exam grade cannot be lower 24 points to get an overall positive grade for the course.

A student is not admitted to the exam if he/she has scored less during the semester 36 points. The condition for admission to the exam is the completion of the student all practical tasks with a total score of at least 12 points and a comprehensive test task with a score of at least 12 points.

7.2 Organization of assessment:

The control of success is carried out according to the modular rating system. The total number of student points is formed by semester points obtained from all topics of the course. There are points obtained during seminars (oral interviews), individual work (written essay), comprehensive test, the final control (exam).

The content of the course consists of 1 content module, which includes lectures, seminars, individual work of students. It is finish with a rating control of the knowledge level of the course material.

Assessment of the success of students' knowledge is carried out in two forms: semester control (oral interviews, the test and the essay) and final control (the exam). The total amount of points is 100 points (semester control is a maximum of 60 points; the exam is a maximum of 40 points).

Semester assessment (content module)			Exam
60 points (max.)			40 points (max.)
<i>Seminars</i>	<i>Individual work</i>	<i>Comprehensive test</i>	
40 points (max.)	10 points (max.)	10 points (max.)	

Organization of seminars assessment

Seminars are held in the form of students' oral interviews or students' discussion moderated by the lecturer. It is completed tasks in the form of presentations, speeches, questions and answers.

Completion of a seminar assignment is rated from 1 to 4 points.

Criteria for evaluating the performance of seminar assignments.

4 points – the student has completed all the tasks of the seminar without making any mistakes.

3 points – the student has fully completed the task of the seminar, making three to ten mistakes.

2 points – the student has partially completed a seminar assignment (not less than 80%), or made from eleven to fifteen mistakes.

1 point – a student has partially completed a seminar assignment (less than 80% but more than 50%), or has committed more than fifteen errors.

0 points – the student has completed less than 50% of the objectives of the seminar.

Attending and to take a part seminars are must. In case of refusal of the student without valid reason to participate of the seminars the lecturer can evaluate the work of such student with a grade of "0".

In the absence of a student at the seminar for valid reasons, the student can completed the task later (as presentation for one question from missing seminar), but not later than the date of the final seminar. In the absence of a student at the seminar without a valid reason the student can not completed the task and loses points. The lecturer reports grades for the tasks of the current seminar 5 minutes before the completion of the current seminar.

Organization of individual work assessment

The individual work consists from the written essay on the question from the list. The list of questions of individual work, seminar tasks and examination for this discipline is provided by the lecturer after the introductory lecture to the e-mail address of the head of the group. The written essay is rated from 0 to 20 points.

Criteria for evaluating the written essay.

8 – 10 points – the student has founded creative solution of the problem, reflected own position;

5 – 7 points – the topic is incompletely disclosed by the student

3 – 4 points – student's work of a purely compilation level

1 – 2 points – only a certain aspect is revealed by the student

0 points – the student did not answer.

Organization of evaluation of the comprehensive test

Testing is carried out at the end of lecture sessions. The lecturer informs the students about the date of the test 7 days before the test, usually at a lecture. Students are prohibited from using any ancillary materials or electronic devices while completing the test task. The results of the students' performance of the test assignment are announced in two days after.

Comprehensive test is rated from 0 to 10 points. The test task consists of 10 questions, each rated from 0 to 1 point.

Participation of all students in the test event is necessarily. In case of absence with valid reasons of the student, the test is carried out according to the normative documents operating at the University.

Organization of exam evaluation

The exam is conducted exclusively in writing. Students are offered tickets that contain two questions, each rated from 0 to 20 points. The student chooses the ticket by lot. The duration of the written part of the exam is 1 academic hours. Exam results are communicated to students no later than 14-00 the day after the exam. The maximum score for the exam is 40 points. The exam grade cannot be lower 24 points to get an overall positive grade for the course.

Evaluation criteria for one written examination task.

20 points – the student gave a complete, comprehensive, accurate answer to the question in the ticket without making any mistakes.

15 – 19 – the student provided a qualified, comprehensive answer to the question in the ticket, making 1 to 5 minor mistakes.

10 – 14 – student gave a qualified answer to the question in the ticket, making 1-2 significant mistakes.

5 – 9 – the student gave an incomplete answer to the question, or made more than 2 significant mistakes.

1 – 4 – the student gave a fragmentary and superficial answer to the question.

0 – student did not answer the question.

The student is admitted to the exam provided he receives at least 36 points for work during the semester.

The condition for admission to the exam is that the student receives at least 20 points (critical-minimum) during the semester assessment. Successful completion of comprehensive test is necessarily. The recommended minimum for admission to the exam is 36 points.

Calculation:

	Content module	Exam	Final assessment
Minimum	36	24	60
Maximum	60	40	100

7.3 The scale of conformity of estimates

Excellent	90-100
Good	75-89
Satisfactory	60-74
Fail	0-59

8. The course structure

№	Topic Title	Academic hours		
		Lectures	Seminars	Individual work
1	Introduction. Basic concepts of museum tourism as a component of cultural heritage tourism	2	2	5
	The role of museums in cultural and heritage tourism	2	2	10
2	General characteristics of the main types of museums and tourism activities in museum	4	2	10
	General characteristics of the main types of museums in Ukraine	4	2	15
3	Museums of Europe	4	4	18
	Museums of America, Australia and Oceania	2	4	15
	Museums of Asia and Africa	2	3	10
Comprehensive test			1	
Essay for evaluation of individual work				2
Total:		20	20	80

Total extent of 120 hours, including:

Lectures - 20 hours.

Seminars - 20 hours.

Individual work - 80 hours.

9. Recommended reading

Основні:

1. Brida, J. G., Meleddu, M., & Pulina, M. (2012). Understanding urban tourism attractiveness: The case of the Archaeological Ötzi Museum in Bolzano. *Journal of Travel Research*, 51(6), 730-741.
2. Bruner, E. M. (1993). Introduction: Museums and Tourism. *Museum Anthropology*, 17(3), 6–6. <https://doi.org/10.1525/MUA.1993.17.3.6>
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5. Murzyn-Kupisz M, Hołuj D. (2020). Museums and Coping with Overtourism. *Sustainability*. 12(5):2054. <https://doi.org/10.3390/su12052054>
6. Musa Ofaz. Cultural heritage tourism. https://www.academia.edu/3071818/cultural_heritage_tour%C4%B1sm
7. Risnicoff de Gorgas, M., & de Gorgas, M. R. (2001). Reality as illusion, the historic houses that become museums. *Museum International*, 53(2), 10–15. <https://doi.org/10.1111/1468-0033.00307>
8. Shao, Jun & Ying, Qinlin & Shu, Shujin & Morrison, Alastair M & Booth, Elizabeth. (2019). Museum Tourism 2.0: Experiences and Satisfaction with Shopping at the National Gallery in London. *Sustainability*. https://www.researchgate.net/publication/344651891_Museum_Tourism_20_Experiences_and_Satisfaction_with_Shopping_at_the_National_Gallery_in_London
9. Silverman H. (2011) Contested Cultural Heritage. A Selective Historiography. https://www.academia.edu/5220200/2011_Contested_Cultural_Heritage_A_Selective_Historiography
10. Казьмирчук М. Г. (2020). Музейний туризм: Навчально-методичний посібник. Київ: УкрСІЧ.

Додаткові:

1. Best Museums Washington, DC. – Режим доступу: http://www.yelp.com/search?find_desc=Best+Museums&find_loc=Washington%2C+DC
2. Bruno Brulon Soares (2019). A History of Museology: Key authors of museological theory. https://www.academia.edu/40173179/A_History_of_Museology_Key_authors_of_museological_theory
3. Choi, A.; Berridge, G.; Kim, C. (2020). The Urban Museum as a Sustainable Tourism Attraction: London Museum Lates Visitor Motivation. *Preprints*, 2020080367 (doi: 10.20944/preprints202008.0367.v1).
4. Ellis, L. Museum Studies. A Companion to Archaeology, 454–472. <https://doi.org/10.1002/9780470998618.CH24>
5. Forni, G. (1999). Ethnographic museums in Italy: a decade of phenomenal growth. *Museum International*, 51(4), 47–52. <https://doi.org/10.1111/1468-0033.00230>
6. ICOM–CIMCIM Bulletin 2018/1 (August). https://www.academia.edu/37183913/ICOM_CIMCIM_Bulletin_2018_1_August
7. Kamani Perera The Role of Museums in Cultural and Heritage Tourism for Sustainable Economy in Developing Countries https://www.nemo.org/fileadmin/Dateien/public/statements_and_news/Reading_Corner/Cultural_and_Heritage_Tourism.pdf
8. Kéfi, H., & Pallud, J. (2011). The role of technologies in cultural mediation in museums: an Actor-Network Theory view applied in France. *Museum Management and Curatorship*, 26(3), 273–289.
9. Kotler N., Kotler P. Can Museums Be all Things to all People? Missions, Goals, and Marketing's Role // *Museum Management and Curatorship*. 2000. Iss.18(3). P.271–287.
10. Lewis, G. (1992). MUSEUMS AND THEIR PRECURSORS: A BRIEF WORLD SURVEY. *Manual of Curatorship: a Guide to Museum Practice*, [Second Edition]. https://www.academia.edu/28789913/MUSEUMS_AND_THEIR_PRECURSORS_A_BRIEF_WORLD_SURVEY
11. Mateos-Rusillo, S. M., & Gifreu-Castells, A. (2017). Museums and online exhibitions: a model for analysing and charting existing types. *Museum Management and Curatorship*, 32(1), 40–49.
12. McCLELLAN, A. N. D. R. E. W. (2007). MUSEUM STUDIES NOW. *Art History*, 30(4), 566–570. <https://doi.org/10.1111/J.1467-8365.2007.00563.X>
13. McKenzie, J. (1997). Building a virtual museum community. In *Museums and the Web. Conference* (pp. 77–86).
14. Moussouri, T., & Roussos, G. (2013). Examining the effect of visitor motivation on observed visit strategies using mobile computer technologies. *Visitor Studies*, 16(1), 21–38.
15. Neuhofer, B., Buhalis, D., & Ladkin, A. (2014). A typology of technology - enhanced tourism experiences. *International Journal of Tourism Research*, 16(4), 340–350.
16. OUP accepted manuscript. (2019). *American Historical Review*. <https://doi.org/10.1093/AHR/RHZ1189>
17. Plaza, B. (2000). Evaluating the influence of a large cultural artifact in the attraction of tourism: the Guggenheim Museum Bilbao case. *Urban Affairs Review*, 36(2), 264–274.
18. Richards, G. et al. (2001). The development of cultural tourism in Europe. *Cultural attractions and European tourism*, 28, 3–30.
19. Trinh T.T., Ryan C. Museums, Exhibits and Visitor Satisfaction: A Study of the Cham Museum // *Journal of Tourism and Cultural Change*. 2013. Iss.11(4). P.239–263.
20. Washington museums –<http://washington.org/find-dc-listings/museums>