

HERITAGE AND CULTURAL TOURISM

A New Business Concentration beginning Fall, 2009

Beginning in the Fall of 2009, the School of Business, in conjunction with the Department of History from the School of Social Sciences and Religion, will offer a new concentration for the Bachelor of Business Administration degree which will focus on Heritage and Cultural Tourism.

Concentration Requirements

As in the existing business concentrations (Accounting, Computer Information Systems, Finance, General Business, Management and Marketing), students will be required to complete the elements of the Business Core in order to gain the foundation knowledge and skills required for business. The present business core consists of 39 hours, with a 3 hour support course in Computer Fluency.

Students will complete a required minor in History, and the concentration itself will require an additional 18 hours, twelve of which will be taken from existing business courses:

- *Marketing Promotions,*
- *Marketing Research,*
- *Consumer Behavior,* and either
- *Operations Management or Entrepreneurship.*

A new course for the concentration is *Heritage Tourism*, developed by the History department and taught by History faculty. This course will focus on the broad theories and practices of the heritage tourism profession. **Topics will include, but are not limited to:**

**Destination management;
Destination development;
Historic attraction management;
Site interpretation and development;
Event management;
Sustainable tourism;
Regional tourism and destination marketing and
Partner marketing and sponsorships.**

An Internship in Heritage and Cultural Tourism will complete the requirements for the concentration. The Internship will be administered by the Director of Business Internships, and supervised by representatives of the *Texas Frontier Heritage and Cultural Center*, where the internship will be performed. Whereas other business internships are upper-level electives, the **Heritage and Cultural Tourism** internship is required in the concentration.

This new concentration differs from other programs in hospitality management at other universities. It represents an interdisciplinary approach to providing business and history students with an additional opportunity for application of their classroom learning. This business concentration is being added in recognition of the growing interest in the tourism industry, specifically tourism related to heritage and cultural issues, coupled with the knowledge that operation of facilities requires a solid business background. The operations of the *Texas Frontier Heritage and Cultural Center* present a unique opportunity for a collaborative learning experience for students. For example, the *Buffalo Gap Historic Village* will function as a learning laboratory for students who are pursuing this concentration.

According to sources, the Texas tourism industry is a 56.7 billion dollar annual business. It brings in more than 374 million dollars and provides 3400 jobs to the Abilene economy each year.

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