



Course Outline Template

Introduction

1–3. Course code, English title and Chinese title

Course Code:	CURE4404
Title in English:	Heritage and Modern Applications
Title in Chinese:	文化遺產與現代應用

4. Course description

Cultural heritage is not confined to the past but is continuously carried forward into the present and future through various modern applications. These applications address current societal concerns, needs, and the ever-changing culture both locally and globally. The relevance of cultural heritage is influenced by complex power structures, including its presentation and representation in contexts such as postcolonialism, racial dynamics, gender, intergenerational equity, disparities in access to technology, marginalization, and the tension between localism and globalization. Additionally, the modern application of cultural heritage is shaped by evolving economic structures and technological advancements. Heritage is increasingly utilized by creative industries, with its assets digitized, interpreted, and experienced through advanced technologies such as AI and VR. Ensuring the continued relevance of cultural heritage has become a critical issue.

This course aims to provide students with an understanding of cultural heritage and its diverse modern applications, along with the critical concepts that shape our perception of its relevance today. It addresses issues concerning cultural heritage and its relationship with changing urban demographics, climate change, intergenerational equity, and the application of technologies for future alternatives. Additionally, the course explores cultural heritage as an economic generator, its role in performance, sports, and games, and its adoption in personalized tours and emerging cultural industries. Through a variety of concepts and case studies, students will gain multiple perspectives on current practices and reflect on the vast potential of cultural heritage in contemporary times.

5. Learning outcomes

- Explore key examples of cultural heritage and its diverse modern applications, along with the critical concepts that shape our perception of its relevance today.
- Understand the modern applications of cultural heritage.
- Explain cases where cultural heritage acts as an economic generator.
- Reflect on broader critical issues surrounding the modern applications of cultural heritage, including but not limited to postcolonialism, racial dynamics, and other related topics.
- Cultivate an attitude of innovation and creativity by challenging assumptions within existing applications and projecting future directions in cultural heritage.

6. Course syllabus

Topic	Contents/ fundamental concepts
Introduction to Cultural Heritage in the 21st Century	<ul style="list-style-type: none">• Contemporary needs and concerns• Relevance of cultural heritage today• Importance and impact in contemporary society
The Emergence of Heritage as a Concept	<ul style="list-style-type: none">• Heritage's social turn and its response to post-colonialism• Interpretation of history• The nexus between heritage, power and ideology
Heritage Boom in Late-modernity	<ul style="list-style-type: none">• 'World Heritage': a globalising process• Heritage as a profession• Narratives in post-colonial, post-conflict, nation-building eras
Heritage as an Economic Generator	<ul style="list-style-type: none">• Economic benefits of cultural heritage• Heritage tourism and local economies• Heritage tours: customising experiences



Diversifying Heritage	<ul style="list-style-type: none">• Effects of migration and multiculturalism• Social class and diasporic cultures• Intangible heritage and community participation
Performing Heritage	<ul style="list-style-type: none">• Performing arts as cultural heritage• Preservation and promotion through performances• Sports and games as heritage
Digitalising Heritage	<ul style="list-style-type: none">• Virtual museum experiences• Tools and technologies used in virtual environments• Enhancing visitor engagement• Digitization of heritage assets• Applications of AR in heritage interpretation• Use of AI, VR, and other technologies in heritage
Preserving Heritage	<ul style="list-style-type: none">• Sustainable practices in heritage management• Compact of climate change on cultural heritage• Strategies for adaptation in cultural heritage plans• Preserving heritage for future generations
Debates, Trends and Future Challenges	<ul style="list-style-type: none">• Emerging trends and future challenges• Innovations shaping the future of heritage

7. Course components (Teaching modes and Learning activities)

Teaching Modes and Learning Activities	
On-site face-to-face	Percentage of time
<i>Lectures, consultation and presentation (NOT hybrid)</i>	21% (30 hrs)
Online asynchronous	
<i>Multimedia resources</i>	30% (44 hrs)
<i>Discussion forum / Email exchange</i>	15% (22 hrs)
Out-of-classroom	
<i>Field Trips (NOT hybrid)</i>	4% (6 hrs)
<i>Readings</i>	30% (44 hrs)

8. Assessment type, percentage and rubrics

Assessment type	Percentage
Participation	15%
Reading report	25%
Presentation	30%
Essay	30%

Assessment rubrics

See Appendix 3 to “Policy on Assessment of Student Learning in Taught Programmes”



9. Required and recommended readings

Required readings:

- Cerisola, S. (2019). *Cultural Heritage, Creativity and Economic Development* (1st ed.). Edward Elgar Publishing. <https://doi.org/10.4337/9781788975292>
- Champion, E. (2015). *Critical Gaming: Interactive History and Virtual Heritage* (1st ed.). Routledge. <https://doi.org/10.4324/9781315574981>
- Daugbjerg, M., Eisner, R., & Knudsen, B. (Eds.). (2016). *Re-Enacting the Past: Heritage, Materiality and Performance* (1st ed.). Routledge. <https://doi.org/10.4324/9781315673431>.
- Di Giovine, M. A. (2009). *The heritage-scape: UNESCO, world heritage, and tourism* (1st ed.). The Rowman & Littlefield Publishing Group.
- Duguleană, M., Carrozzino, M., Gams, M., & Tanea, I. (2018). *VR Technologies in Cultural Heritage: First International Conference, VRTCH 2018, Brasov, Romania, May 29-30, 2018, Revised Selected Papers* (1st ed., Vol. 904). Springer Nature. <https://doi.org/10.1007/978-3-030-05819-7>
- Gammon, S., & Ramshaw, G. (Eds.). (2008). *Heritage, Sport and Tourism: Sporting Pasts – Tourist Futures* (1st ed.). Routledge. <https://doi.org/10.4324/9781315878355>.
- Hofbauer, C. K., & Meuwissen, J. M. C. (Eds.). (2018). *Climate change and sustainable heritage*. Cambridge Scholars Publishing.
- Högberg, A., & Holtorf, C. (Eds.). (2021). *Cultural heritage and the future*. London, UK: Routledge.
- Holtorf, C., Pantazatos, A., & Scarre, G. (Eds.). (2018). *Cultural Heritage, Ethics and Contemporary Migrations* (1st ed.). Routledge.
- Jackson, A., & Kidd, J. (2012). *Performing Heritage: Research, Practice and Innovation in Museum Theatre and Live Interpretation*. Manchester, Manchester University Press.
- Jameson, J. H., & Musteață, Sergiu. (Eds.). (2019). *Transforming Heritage Practice in the 21st Century : Contributions from Community Archaeology* (1st ed. 2019.). Springer International Publishing. <https://doi.org/10.1007/978-3-030-14327-5>.
- Labadi, S. (2013). *UNESCO, Cultural Heritage, and Outstanding Universal Value: Value-Based Analyses of the World Heritage and Intangible Cultural Heritage Conventions*. Lanham, Md., Altamira Press.
- Larsen, P.B., & Logan, W. (Eds.). (2018). *World Heritage and Sustainable Development: New Directions in World Heritage Management* (1st ed.). Routledge. <https://doi.org/10.4324/9781315108049>
- Pavlidis, G. (2020). *Applying Innovative Technologies in Heritage Science* (1st ed.). IGI Global.
- Rauterberg, M. (2021). *Culture and Computing. Interactive Cultural Heritage and Arts: 9th International Conference, C&C 2021, Held as Part of the 23rd HCI International Conference, HCII 2021, Virtual Event, July 24-29, 2021, Proceedings*. Springer Nature.
- Rawal, Y. S., Sinha, R., Mukherjee, S. K., & Batabyal, D. (2023). *Exploring Culture and Heritage Through Experience Tourism* (1st ed.). IGI Global. <https://doi.org/10.4018/9781668499573>
- Rizzo, I., Mignosa, A., Anna Mignosa, & Ilde Rizzo. (2013). *Handbook on the Economics of Cultural Heritage* (1st ed.). Edward Elgar Publishing. <https://doi.org/10.4337/9780857931009>
- Silverman, H., & Ruggles, D. F. (2007). *Cultural heritage and human rights*. Springer.
- Smith, P. F. (2014). *Climate Change and Cultural Heritage: A race against time* (1st ed.). Routledge. <https://doi.org/10.4324/9780203074398>.
- Taylor, K., St. Clair, A., & Mitchell, N.J. (Eds.). (2014). *Conserving Cultural Landscapes: Challenges and New Directions* (1st ed.). Routledge.
- Yu, P.-L., Shen, C., & Smith, G. (Eds.). (2018). *Relevance and Application of Heritage in Contemporary Society* (1st ed.). Routledge.

Recommended readings:

- Champion, E. M. (Ed.). (2021). *Virtual Heritage: A Guide*. Ubiquity Press. <http://www.jstor.org/stable/j.ctv2dt5m8g>
- Colomer, L., & Catalani, A. (Eds.). (2020). *Heritage Discourses in Europe: Responding to Migration, Mobility, and Cultural Identities in the Twenty-First Century*. Arc Humanities Press. <https://doi.org/10.2307/j.ctv14161jz>
- Harrison, R. (2013). *Heritage : critical approaches*. Routledge.
- Kalay, Y. E., Kvan, T., & Affleck, J. (2008). *New heritage : new media and cultural heritage*. Routledge.
- Long, C., & Labadi, S. (2010). *Heritage and globalisation*. Routledge.
- Peters, R. F., den Boer, I. L. F., Johnson, J. S., & Pancaldo, S. (Eds.). (2020). *Heritage Conservation and Social Engagement*. UCL Press.
- Staiff, R., Bushell, R., & Watson, S. (Eds.). (2013). *Heritage and Tourism: Place, Encounter, Engagement* (1st ed.). Routledge.
- Waterton, E., & Watson, S. (2015). *The Palgrave handbook of contemporary heritage research*. Palgrave Macmillan.
- Yu, P.-L., Lertcharnrit, T., & Smith, G. S. (2023). *Heritage and Cultural Heritage Tourism : International Perspectives*. (1st ed.). Springer



10. Feedback for evaluation

Pre-arranged meet-ups with groups prior to deadlines of submissions; face-to-face, in-class consultation and Q&A sessions during field trips

11. Course schedule

	Date	Topic	Requirements
1	4 Sept 2025	Introduction to Cultural Heritage in the 21st Century	<p>Pre-readings:</p> <p>Jameson, J. H., & Musteață, S. (2019). Introduction: The Critical Junctures of Archaeology, Heritage, and Communities. In <i>Transforming Heritage Practice in the 21st Century</i> (pp. 1–12). Springer International Publishing. https://doi.org/10.1007/978-3-030-14327-5_1</p> <p>Smith, G. S., Yu, P-L., & Shen, C. (2018). Balancing the Past with the Needs and Concerns of Contemporary Society. In <i>Relevance and Application of Heritage in Contemporary Society</i> (1st ed., pp. 1–10). Routledge.</p>
2	11 Sept 2025	The Emergence of Heritage as a Concept	<p>Pre-readings:</p> <p>Harrison, R. (2013). Prehistories of World Heritage: The emergence of a concept. In <i>Heritage</i> (pp. 42–67). Routledge.</p> <p>Moody, J. (2015). Heritage and History. In <i>The Palgrave Handbook of Contemporary Heritage Research</i> (pp. 113–129). Palgrave Macmillan UK.</p>
3	18 Sept 2025	Heritage Boom in Late-modernity	<p>Pre-readings:</p> <p>Harrison, R. (2013). Heritage and the 'problem' of memory. In <i>Heritage</i> (pp. 166–203). Routledge.</p> <p>Harrison, R., Waterton, E., & Watson, S. (2015). Heritage and Globalization. In <i>The Palgrave Handbook of Contemporary Heritage Research</i> (pp. 297–312). Palgrave Macmillan UK.</p> <p>Silverman, H. (2015). Heritage and Authenticity. In <i>The Palgrave Handbook of Contemporary Heritage Research</i> (pp. 69–88). Palgrave Macmillan UK.</p>
4	25 Sept 2025	Heritage as an Economic Generator	<p>Pre-readings:</p> <p>Cerisola, S. (2019). "Chapter 2: From cultural heritage to local development". In <i>Cultural Heritage, Creativity and Economic Development</i>. Cheltenham, UK: Edward Elgar Publishing. https://doi.org/10.4337/9781788975292.00007</p> <p>Bonet, L. (2013). "Chapter 19: Heritage tourism". In <i>Handbook on the Economics of Cultural Heritage</i>. Cheltenham, UK: Edward Elgar Publishing. https://doi.org/10.4337/9780857931009.00032</p>
5	2 Oct 2025	Field Trip 1	TBC
6	9 Oct 2025	Diversifying Heritage	<p>Pre-readings:</p> <p>Pantazatos, A. (2018). In Heritage, participant perspective, epistemic injustice, immigrants and identity formation. In <i>Cultural Heritage, Ethics and Contemporary Migrations</i> (1st ed.). Routledge. https://doi.org/10.4324/9780429464300</p> <p>Silverman, H., & Ruggles, D. F. (2007). Cultural Heritage and Human Rights. In <i>Cultural Heritage and Human Rights</i> (pp. 3–29). Springer New York. https://doi.org/10.1007/978-0-387-71313-7_1</p>



7	16 Oct 2025	Performing Heritage	<p>Pre-readings:</p> <p>Eisner, R. S. (2017). Drought and Rain: re-creations in Vietnamese, cross-border heritage. In <i>Re-Enacting the Past</i> (pp. 128-148). Routledge.</p> <p>Silverman, H. (2013). Cuzcotopia: Imagining and performing the Incas. In <i>Heritage and Tourism</i> (pp. 128-151). Routledge.</p>
8	23 Oct 2025	Digitalising Heritage	<p>Pre-readings:</p> <p>Champion, E. (2015). <i>Critical Gaming: Interactive History and Virtual Heritage</i> (1st ed.). Routledge. https://doi.org/10.4324/9781315574981</p> <p>Duguleană, M., Carrozzino, M., Gams, M., & Tanea, I. (2018). VR Technologies in Cultural Heritage: First International Conference, VRTCH 2018, Brasov, Romania, May 29-30, 2018, Revised Selected Papers (1st ed., Vol. 904). Springer Nature. https://doi.org/10.1007/978-3-030-05819-7</p> <p>Uzun, F. V. (2023). Virtual Museums in the Conservation of Cultural Heritage and Satisfaction Level With Visits to Virtual Museums. In <i>Exploring Culture and Heritage Through Experience Tourism</i> (pp. 253-269). IGI Global.</p>
9	30 Oct 2025	Preserving Heritage	<p>Pre-readings:</p> <p>Clavir, M. (2020). Conservation and collaboration: a discussion. In R. F. Peters, I. L. F. den Boer, J. S. Johnson, & S. Pancaldo (Eds.), <i>Heritage Conservation and Social Engagement</i> (pp. 30–45). UCL Press.</p> <p>Long, C., & Labadi, S. (2010). Cultural heritage and the global environmental crisis. In <i>Heritage and Globalisation</i> (pp. 187–205). Routledge. https://doi.org/10.4324/9780203850855-20</p> <p>Shen, C. (2023). Tourism, Museums, and Ethics: Preserving Cultural Heritage for the Future. In <i>Heritage and Cultural Heritage Tourism</i> (pp. 99–109). Springer International Publishing.</p> <p>Stone, P. (2018). Lessons Since 2003: Protecting Cultural Heritage during Conflict. In <i>Relevance and Application of Heritage in Contemporary Society</i> (1st ed., pp. 11–20). Routledge.</p>
10	6 Nov 2025	Field Trip 2	TBC
11	13 Nov 2025	Consultation	TBC
12	20 Nov 2025	Debates, Trends and Challenges	<p>Pre-readings:</p> <p>Thompson, J., & Wijesuriya, G. (2018). From 'sustaining heritage' to 'heritage sustaining broader societal wellbeing and benefits': An ICCROM perspective. In <i>World Heritage and Sustainable Development</i> (pp. 180-195). Routledge.</p> <p>Taylor, K., Clair, A., & Mitchell, N. J. (2014). Introduction: cultural landscapes: Twenty-first century conservation opportunities and challenges. In <i>Conserving Cultural Landscapes: Challenges and New Directions</i> (1st ed., pp. 1-25). Routledge.</p> <p>Holtorf, C., & Högberg, A. (2015). Contemporary heritage and the future. In <i>The Palgrave handbook of contemporary heritage research</i> (pp. 509-523). London: Palgrave Macmillan UK.</p>
13	27 Nov 2025	Presentation	Face-to-face presentations are mandatory. Presentation files are to be submitted 48 hours prior to the presentation.



12. Contact details for teacher(s) or TA(s)

Professor/Lecturer/Instructor:	
Name:	Tony Leung
Office Location:	-
Telephone:	52411311
Email:	tonyleungtl@icloud.com
Teaching Venue:	LSB_C2
Website:	-
Other information:	

Teaching Assistant/Tutor:	
Name:	
Office Location:	
Telephone:	
Email:	
Teaching Venue:	
Other information:	

13. Details of course website

N/A



14. Academic honesty and plagiarism

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed [declaration](#) that they are aware of these policies, regulations, guidelines and procedures.

- In the case of group projects, all members of the group should be asked to sign the declaration, each of whom is responsible and liable to disciplinary actions, irrespective of whether he/she has signed the declaration and whether he/she has contributed, directly or indirectly, to the problematic contents.
- For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment.
- Students are fully aware that their work may be investigated by AI content detection software to determine originality.
- Students are fully aware of the AI approach(es) adopted in the course. In the case where some AI tools are allowed, students have made proper acknowledgment and citations as suggested by the course teacher.

Assignments without a properly signed declaration will not be graded by teachers.

Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submissions. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.

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15. Use of Generative Artificial Intelligence (AI) Tools in Teaching, Learning and Assessment

Approach 2 - Use of some AI tools is allowed