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Students Learning with Communities: All of these projects were undertaken in collaboration with community partners and supervised by academic staff members

DIT Access and Civic Engagement Office

2017

Report on Heritage, Cultural and Tourism:TFTR1004:Theme Living Culture with Phibsboro Tidy Towns

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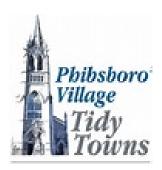Part of the Education Commons

Recommended Citation

Report on

Heritage, Cultural and Tourism

TFTR1004

Theme : Living Culture

with

Phibsboro Tidy Towns

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Context of the Project

Heritage Culture and Tourism is a module attracting **five ECTS** which runs in Semester 1 and Semester 2 two (February- May) each year and is delivered as part of the three following programmes:

- DT 412/1 B.Sc in Tourism Marketing (Core)
- DT406/1 BA in Tourism Management (Core)
- DT413/2 B.Sc. in Event Management (Option)

The learning objectives of the module is to give an overview of heritage and culture with a particular emphasis on Irish heritage and culture in its context of both production and consumption within the tourism sector.

The nature of the module and the expected outcomes are readily aligned with an assignment undertaken in collaboration with SLWC

The expected learning outcomes of the module with italicised outcomes relevant to SLWC are as follows:

The student should:

1. Have developed a specialised knowledge of heritage and culture in an Irish context.
2. *Exhibit an understanding* how Irish heritage and culture have evolved.
3. Be able to *demonstrate specialised and technical skills* in undertaking a heritage audit.
4. Through *fieldwork, develop skills of observation, perception* and thus develop a deeper understanding and appreciation of heritage, culture and tourism
5. Be able to work *alone* and contribute as part of a *group*.
6. Have developed a capacity for *self-directed* learning.
7. Appreciate the relationship between Irish heritage, culture and tourism.

This module is allocated three hours per week. Topic areas range from an introductory lecture exploring the role of culture and heritage in tourism, issues that require consideration (interpretation, authenticity etc) and typologies of visitor and visitor profile. Heritage and Culture ranging from geology up to the present day (Living Culture including Art, Music and Dance)are then covered in lecture. The assessment is explained and includes links to SLWC and an exploration of reflective practises. Some theory contextualises many of the areas, though examples are used to give substance and provide better understanding. International bodies and sites also referred to where appropriate and this has become more common practise as the number of students both new Irish and over seas students have increased.

Delivery of the Module

The methods of delivery involve a mix of lecture, guest lecture, site visits and presentation.

All materials are uploaded on to Webcourses including web links (usually embedded in the presentation notes), examples of exam questions and various documents and academic papers

Assignment/project

The assignment description, useful links, mark allocated and criteria used are uploaded on WebCourses on Day 1 of meeting with the students.. The assignment attracts 40% of the total mark for the subject. Attendance attracts 10% of the module..

There are three parts to the assignment/project

1. A visual presentation (poster or video) based on an assigned theme linked to the module

2. A short report briefly describing the visual presentation (choice of sites or event) considering aspects such as viability, authenticity and market demand
3. A group reflective report with pre, interim and post assignment guide questions

A final examination is also part of the module and attracts 50% of the total mark. The project feeds into the examination process as it is highlighted to students that one out of the five questions on the paper will relate in some way to the project/assignment thus giving it the weight and this is deemed suitable for the work effort required to complete the project/assignment.

Community Participation

 Following on from successful engagement with Phizzfest during the period 2015/16, Gerard Meany was contacted in early October. Interest had to be gauged within the class at the outset and one group of event management students said they would pursue this approach. In the post project evaluation the previous academic year he had expressed an interest in continuing engagement with the project.

Four students from DT413/2 were interested in engaging with Living Culture and the community in Phibsboro (Semester 1)

Four students from DT412/1 were involved in the Living Culture project in Semester 2

The students met with the members of Phibsboro Tidy Towns both in Semester 1 and Semester 2. The group in Semester 2 had the benefit of a local resident and therefore she was familiar with the area.

Timeline and Activities

- October 2016 – communication with Gerard Meany in relation to initiating engagement (one group of students interested)
- Meeting with Gerard Meany to discuss approach
- Semester 1 project undertaken between Phibsboro Tidy Towns and Students
- February 2017: Gerard Meany and Susan Dawson (Phibsboro TT) were invited into a meeting and a lunch with the students in February 2017. The intention was that the students from Semester 1 were to meet with the students pursuing this theme in Semester 2
- Semester 2 project undertaken between Phibsboro Tidy Towns and students
- March 2017: Catherine Gorman meets with Phibsboro Tidy Towns to give them advise on adjudicators report
- March 2017: Students and community group nominated for SLWC awards.
- Summer 2017: Post the exam boards, the posters and the reports from both groups were given to the Tidy Towns committee and were displayed in the Tidy Towns Window in Phibsboro
- Summer 2017: Catherine Gornan met with Susan Dawson in July to undertaken post project evaluation. This was positive though it was suggested that further meetings between students and the committee with a member of Tidy towns being dedicated to meeting with the students would enhance engagement.
- Summer 2017: Catherine Gorman was invited to judge the shopfront competition in July 2017 which was duly undertaken and she is invited to the presentation in November
- September 2017: Based on the report and poster 'Bee Party' (Semester 1 students) an event took place in late September in St Peters Church in Phibsboro.
- The students were informed on this event and invited to attend if wished.

Key Student Outputs of the project (2016/17)

- **Eight** students undertook this project together with Phibsboro Tidy Towns
- Two posters (displayed in Phibsboro) and 2 reports were given to the Phibsboro Tidy towns
- An event based on the recommendations of one group of students was held in September 2017
- Enhanced engagement took place with the community group with the DIT staff member being involved in community judging in Phibsboro

Key Community Outputs of the project

These have not been measured quantitatively; however from a qualitative perspective a number of outputs can be posited.

- Greater awareness of history and heritage
- Great awareness of DIT
- Increased interest in the local area. A new heritage society has been set up in Phibsboro and it is the intention to explore linkages with them during 2017/2018.

Conclusion

This project has been building for the past number of years and relationships are being built with the community in Phibsboro. Positives associated with this project include ; proximity to DIT (both Cathal Brugha Street and Grangegorman), previous positive experience working with DIT, a variety of resource on the ground with much potential to develop, an identified need within the community engage with those both outside the community and sources of knowledge. A heritage group is being developed and they have expressed an interest in working with the students in 2017/2018.

Appendix 1   Financial Costs (receipts enclosed)

Activity	Cost	Date
Lunch in DIT with Partners and students	72.00	27/02/2017
Total	72.00	

THE BLUE ROOM RESTAURANT

School of Culinary Arts & Food Technology
Cathal Brugha Street Dublin 1
Ph: 01 4024344 – School Secretary

Table T18
Food

5 X Dinners @ €10 €8

BEVERAGE

Wines

Minerals

Coffee/ Tea

Total   € 40

2/12

THE BLUE ROOM RESTAURANT

School of Culinary Arts & Food Technology
Cathal Brugha Street Dublin 1
Ph: 01 4024344 – School Secretary

Table T17
Food

4 X Dinners @ €10 €8

BEVERAGE

Wines

Minerals

Coffee/ Tea

Total   € 32

2/12

Heritage Culture and Tourism   Phibsboro Tidy Towns