

<b>Course Title</b>	Cultural Tourism								
<b>Course Code</b>	THOM-330								
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.								
	<table border="1"> <tr> <td>Hospitality Bachelor/Diploma</td> <td>Tourism Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor/Diploma	Tourism Elective	All Programs	General Elective			
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All Programs	General Elective								
<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)								
<b>Year / Semester</b>	Year 2, B' Semester								
<b>Teacher's Name</b>	Dr. Adamantini Peratikou								
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>	0				
<b>Course Purpose and Objectives</b>	<p>The course exposes students to the forms of tourism that highlight the cultural aspects of a destination or tourist experience. Students will have an opportunity to study 'tangible' cultural elements, such as historic buildings, monuments and cultural arts and crafts and 'intangible' culture, incorporating indigenous culture and artistic or cultural performances. Therefore, the course deals with issues related to the development and management of various forms of cultural tourism, paying particular attention to heritage and indigenous cultural tourism. The course investigates the relationship between culture and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, are also investigated.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• Acquire knowledge and demonstrate an understanding of the relationship between culture and tourism</li> <li>• Understand the concepts and theories of cultural tourism</li> <li>• Become familiar with cultural tourism affects</li> <li>• Examine the relationships among cultural tourism stakeholders</li> <li>• Explore contemporary issues about cultural tourism</li> </ul>								

<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Provide an overview of the definitions and characteristics of cultural tourism, in particular, heritage and indigenous tourism</li> <li>• Appreciate the growing importance of cultural tourism to sustainable tourism development strategies within a global and national context</li> <li>• Describe the characteristics and motivations of tourists interested in various forms of cultural tourism, especially indigenous tourism and heritage tourism</li> <li>• Monitor the economic, sociocultural and environmental impacts of cultural tourism at a community level</li> <li>• Develop sustainable planning, marketing and management strategies for cultural tourism products; and</li> <li>• Critically discuss case examples of cultural tourism worldwide</li> </ul>		
<b>Prerequisites</b>	TCOM-100 Computer Applications or TCOM-150 Interactive Communications in the Hospitality Industry, Sophomore	<b>Required</b>	
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Tourism and heritage as mediators of identity</li> <li>2. Food and wine tourism</li> <li>3. Tourism and the arts (literature and music)</li> <li>4. Landscapes of film, TV and travel</li> <li>5. Dark Tourism</li> <li>6. Sex tourism</li> <li>7. Sacred/church tourism</li> <li>8. Tourism and fantasy landscapes – Disney and Las Vegas</li> <li>9. Place promotion and branding</li> <li>10. Changing heritage and identities: commoditization, authenticity and verisimilitude</li> <li>11. Future trends in tourism</li> </ol>		
<b>Teaching Methodology</b>	The course is delivered through lectures, demonstrations and practical sessions.		
<b>Mode of delivery</b>	Face to face.		
<b>Bibliography</b>	<p><b>Required</b></p> <p>Du Cros, H., McKercher, B. (2015). Cultural Tourism. Routledge. ISBN: 0415833973.</p>		

	<p><b>Recommended</b></p> <p>Kaminski, J., Benson, M. A., Arnold, D. (2017). Contemporary Issues in Cultural Heritage Tourism (Contemporary Geographies of Leisure, Tourism and Mobility). UK, Abingdon: Routledge. ISBN: 1138082015</p>								
<p><b>Assessment</b></p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 712 1369 969"> <tr> <td data-bbox="517 712 943 786">30 – 50 %</td> <td data-bbox="943 712 1369 786">Final Exam</td> </tr> <tr> <td data-bbox="517 786 943 860">20 – 40 %</td> <td data-bbox="943 786 1369 860">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="517 860 943 934">10 – 30 %</td> <td data-bbox="943 860 1369 934">Assignments / Projects</td> </tr> <tr> <td data-bbox="517 934 943 969">0 – 10 %</td> <td data-bbox="943 934 1369 969">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<p><b>Language</b></p>	<p>English</p>								