

SYLLABUS

Academic year 2017-2018

1. Information regarding the program

1.1. Higher education institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study program/Qualification	Administrarea Afacerilor în Ospitalitate și Turism Internațional (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Cultural Tourism/Turism cultural						
2.2. Code	IME0052						
2.3. Course coordinator	Monica Maria COROȘ						
2.4. Seminar coordinator	Monica Maria COROȘ						
2.5. Year of study	2	2.6. Semester	4	2.7. Type of evaluation	E	2.8. Type of course	Elective

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	24	Of which: 3.5. lecture	12	3.6. seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					15
Additional documentation (in libraries, on electronic platforms, field documentation)					15
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:					5
3.7. Total individual study hours					51
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> Classroom with video projector
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> Classroom with video projector; IT & Internet access; Laptops/Tablets

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> capacity to conduct surveys, elaborate reports and summaries for the managers in units involved in international tourism ability to advise managers regarding business environment evolutions ability to provide consultancy for an understanding of the inner characteristics of the hospitality and tourism business environment
Transversal competencies	<ul style="list-style-type: none"> capacity to elaborate strategies for business development capacity to understand and use concepts, methods and tools specific to economic analysis

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> Understanding of the role and implications of cultural tourism activities at international levels;
7.2. Specific objective of the course	<ul style="list-style-type: none"> to know, to describe and to characterize the demand side of cultural tourism; to know, to describe and to characterize the supply side of cultural tourism; to communicate the basic understanding of cultural tourism; to debate the activities, procedures and regulations specific to this field of activity; to detail the specific structure of cultural tourism; to analyze the organizations connected to international cultural tourism and heritage.

8. Content

8.1. Course	Teaching method	Remarks
1. Introduction to Cultural and Heritage Tourism (Basic Concepts - Culture; Heritage; Tourism; Types and	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to	1 lecture (2 hours)

	Classifications). Globalization of Heritage Tourism. UNESCO Mission and World Heritage Sites. ATLAS	make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	
2.	Cultural Dimensions and Subcultures. Cross-Cultural Tourist-Host Contact	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	1 lecture (2 hours)
3.	Legal Framework. Local/Regional Preservation Resources/Agencies. Endangered Heritage Sites. Sustainability Issues	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	1 lecture (2 hours)
4.	Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. EDEN Awards	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	1 lecture (2 hours)
5.	Types of Museums. Conventional and unconventional cultural activities and spaces. Case Studies	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	1 lecture (2 hours)
6.	Heritage Events and Festivals. Trails and Themed Routes. Religion, Religious and Pilgrimage Tourism	an interactive course, based on lecture and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); the use of case studies;	1 lecture (2 hours)
Bibliography	<p>Required and Recommended Textbooks:</p> <ol style="list-style-type: none"> 1. Barthel-Bouchier, D. (2013). <i>Cultural heritage and the challenge of sustainability</i>. USA: Left Coast Press. – Sociology branch of BCU library. 2. Dallen J. T.; Nyaupane, G. P. (2009). <i>Cultural Heritage and Tourism in the Developing World: A Regional Perspective</i>. USA & Canada: Routledge. 3. Goeldner, Charles R.; Ritchie, J. R. Brent (2012), <i>Tourism. Principles, Practices, Philosophies</i>, John Wiley and Sons. 4. Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). <i>Social Memory and Heritage Tourism</i> 		

Methodologies. Routledge. – BCU main library.

5. Henderson, H. (2005). *Holidays, Festivals, and Celebrations of the World Dictionary: Detailing Nearly 2,500 Observances from all 50 States and More than 100 Nations: A Compendious Reference Guide to Popular, Ethnic, Religious, National, and Ancient Holidays*. USA: World Almanac Education Group.
6. Mowforth, M. & Munt, I. (1998). *Tourism and Sustainability*. London: Routledge. – Geography branch of BCU library.
7. Novelli, M. (2005). Ed. *Niche Tourism: Contemporary Issues, Trends and Case Studies*, Oxford, Elsevier.
8. Origet du Cluzeau, Claude (2013), *Le tourisme culturel. Dynamique et prospective d'une passion durable*, de Boeck, Bruxelles.
9. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). *Tourism: A Modern Synthesis*. 2nd Ed. London: Thompson Learning.
10. Richards, G. (2007). *Cultural Tourism: Global and Local Perspectives*. NY: Hayworth.
11. Richards, G., & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalisation*. Elsevier: Butterworth-Heinemann.
12. Reisinger, Y., & Turner, L. (2003). *Cross-Cultural Behavior in Tourism: Concepts and Analysis*. Oxford, UK: Butterworth Heinemann.
13. Sigala, M., & Leslie, D. (2005). *International Cultural Tourism Management: Implications and Cases*. Oxford, UK: Butterworth Heinemann. – FSEGA branch of BCU library.
14. Smith, M. (2003). *Issues in Cultural Tourism*. London: Routledge.
15. Swarbrooke, John (2002), *The Development and Management of Visitor Attractions*, Butterworth-Heinemann.
16. *** OECD Reports (http://www.keepeek.com/Digital-Asset-Management/ocd/industry-and-services/the-impact-of-culture-on-tourism_9789264040731-en#page23; http://www.keepeek.com/Digital-Asset-Management/ocd/industry-and-services/ocd-tourism-trends-and-policies-2014_tour-2014-en#page10).

8.2. Seminar / laboratory	Teaching method	Remarks
Online research. Identification of the factors and features of cultural tourism. Group activities (UNESCO World Heritage Sites; Identification of Major Global Heritage Sites). ATLAS. Case studies	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)
Case studies regarding: cultural dimensions and subcultures; genuine and fake attractions; cross-cultural tourist-host contact; carrying capacity	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)
Case studies regarding: the importance of creating a legal framework and of establishing local/regional preservation resources/agencies/authorities; examples of endangered sites	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)

Sustainability issues of cultural tourism development	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)
Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. EDEN Awards	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)
Types of Museums. Case Studies and Analyses (from The Acropolis to The Louvre and to underwater museums; etc.). Conventional and unconventional cultural activities and spaces	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)

Bibliography	<p>Required and Recommended Textbooks:</p> <ol style="list-style-type: none"> 1. Barthel-Bouchier, D. (2013). <i>Cultural heritage and the challenge of sustainability</i>. USA: Left Coast Press. – Sociology branch of BCU library. 2. Dallen J. T.; Nyaupane, G. P. (2009). <i>Cultural Heritage and Tourism in the Developing World: A Regional Perspective</i>. USA & Canada: Routledge. 3. Goeldner, Charles R.; Ritchie, J. R. Brent (2012), <i>Tourism. Principles, Practices, Philosophies</i>, John Wiley and Sons. 4. Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). <i>Social Memory and Heritage Tourism Methodologies</i>. Routledge. – BCU main library. 5. Henderson, H. (2005). <i>Holidays, Festivals, and Celebrations of the World Dictionary: Detailing Nearly 2,500 Observances from all 50 States and More than 100 Nations: A Compendious Reference Guide to Popular, Ethnic, Religious, National, and Ancient Holidays</i>. USA: World Almanac Education Group. 6. Mowforth, M. & Munt, I. (1998). <i>Tourism and Sustainability</i>. London: Routledge. – Geography branch of BCU library. 7. Novelli, M. (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier. 8. Origet du Cluzeau, Claude (2013), <i>Le tourisme culturel. Dynamique et prospective d'une passion durable</i>, de Boeck, Bruxelles. 9. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). <i>Tourism: A Modern Synthesis</i>. 2nd Ed. London: Thompson Learning. 10. Richards, G. (2007). <i>Cultural Tourism: Global and Local Perspectives</i>. NY: Hayworth. 11. Richards, G., & Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>. Elsevier: Butterworth-Heinemann. 12. Reisinger, Y., & Turner, L. (2003). <i>Cross-Cultural Behavior in Tourism: Concepts and Analysis</i>. Oxford, UK: Butterworth Heinemann. 13. Sigala, M., & Leslie, D. (2005). <i>International Cultural Tourism Management: Implications and Cases</i>. Oxford, UK: Butterworth Heinemann. – FSEGA branch of BCU library. 14. Smith, M. (2003). <i>Issues in Cultural Tourism</i>. London: Routledge. 15. Swarbrooke, John (2002), <i>The Development and Management of Visitor Attractions</i>, Butterworth-Heinemann. 16. *** OECD Reports (http://www.keepeek.com/Digital-Asset-Management/oecd/industry- 	
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[and-services/the-impact-of-culture-on-tourism_9789264040731-en#page23;](#)
http://www.keepeek.com/Digital-Asset-Management/oecd/industry-and-services/oecd-tourism-trends-and-policies-2014_tour-2014-en#page10).

For supplementary resources, please access:
<https://drive.google.com/open?id=0B66-qRtId5djTm5uNFBPbEJrcGs>

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

A general view regarding the dimensions of the international cultural tourist activity is compulsory for any graduate of a tourism program. Moreover, the graduates must understand how international cultural tourism is organized and functions; they must comprehend its particularities and specific activities. Finally, it is important to know the demand and supply sides of cultural tourism.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> Correctness and amplitude of theoretic knowledge; Logic coherence; Specialized terminology; Understanding of basic concepts; Students' interventions during the lectures; 	Two interventions based on topics researched in class by the students, connected to the themes covered by the syllabus or by the optional references	20 %
		Answers provided to lecture challenges (minimum 2 challenges)	20 %
10.5. Seminar/lab activities	<ul style="list-style-type: none"> Capacity to use acquired knowledge; Interest towards study (proposal of discussion topics based on the optional references); Projects elaborated on announced topics. 	Case study discussions and answers (minimum 2 cases)	20 %
		Elaboration and oral presentation of projects (individually and/or in pairs)	40 %
10.6. Minimum performance standards			
➤	comprehension of basic notions and their usage;		
➤	interpretations of the obtained data.		

Date

Course coordinator

Seminar coordinator

Lect. Dr Monica Maria Coroș

Lect. Dr Monica Maria Coroș

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică