



## SYLLABUS

### Academic year 2016-2017

#### 1. Information regarding the programme

1.1. Higher education institution	BABEŞ-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 programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNAȚIONAL (cu predare în limba engleză)

#### 2. Information regarding the course

2.1. Name of the course	Turism cultural/Cultural Tourism						
2.2. Code	IME0052						
2.3. Course coordinator	Lect.dr. Monica Maria Coros						
2.4. Seminar coordinator	Lect.dr. Monica Maria Coros						
2.5. Year of study	2	2.6. Semester	2	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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					8
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					2
Other activities: Final preparation					10
3.7. Total individual study hours	43				
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"> <li>Classroom with video projector</li> </ul>
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> <li>Classroom with video projector; IT &amp; Internet access;</li> </ul>

## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>have the ability to start and manage a business in tourism and hospitality, undertake tourism managerial tasks and activities such as accommodation &amp; food service and tour operator services</li> <li>be able to understand the cross-cultural factors affecting the supply and demand in the international hospitality and tourism</li> <li>have an advanced ability to provide a basis for and assess decision alternatives, as well as to choose and implement them</li> <li>ability to manage innovation in hospitality and tourism</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>have the ability to use critical thinking skills to address business situations and / or problems that pose ethical dilemmas, while also to maintain the organization's values</li> <li>have in-depth knowledge of theoretical, methodological &amp; practical development specific to the international hospitality and tourism</li> </ul>

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

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

## 8. Content

8.1. Course	Teaching method	Remarks
Lecture 1. Introduction to Cultural and Heritage Tourism (Basic Concepts -	<ul style="list-style-type: none"> <li>an interactive course, based on lecture and debates;</li> <li>discussions and debates during the lecture based</li> </ul>	1 lecture



<p>Culture; Heritage; Tourism; Types and Classifications). Globalization of Heritage Tourism. UNESCO Mission and World Heritage Sites. ATLAS</p>	<p>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);</p> <ul style="list-style-type: none"> <li>• the use of case studies;</li> </ul>	
<p>Lecture 2. Cultural Dimensions and Subcultures. Cross-Cultural Tourist-Host Contact</p>	<ul style="list-style-type: none"> <li>• an interactive course, based on lecture and debates;</li> <li>• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students;</li> <li>• the use of case studies;</li> </ul>	1 lecture
<p>Lecture 3. Legal Framework. Local/Regional Preservation Resources/Agencies. Endangered Heritage Sites. Sustainability Issues</p>	<ul style="list-style-type: none"> <li>• an interactive course, based on lecture and debates;</li> <li>• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students;</li> <li>• the use of case studies;</li> </ul>	1 lecture
<p>Lecture 4. Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. EDEN Awards</p>	<ul style="list-style-type: none"> <li>• an interactive course, based on lecture and debates;</li> <li>• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students;</li> <li>• the use of case studies;</li> </ul>	1 lecture
<p>Lecture 5. Types of Museums. Conventional and unconventional cultural activities and spaces. Case Studies</p>	<ul style="list-style-type: none"> <li>• an interactive course, based on lecture and debates;</li> <li>• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students;</li> <li>• the use of case studies;</li> </ul>	1 lecture
<p>Lecture 6. Heritage Events and Festivals. Trails and Themed Routes. Religion, Religious and Pilgrimage Tourism</p>	<ul style="list-style-type: none"> <li>• an interactive course, based on lecture and debates;</li> <li>• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students;</li> <li>• the use of case studies.</li> </ul>	1 lecture
<p>Bibliography</p>	<p>Required and Recommended Textbooks:</p> <ul style="list-style-type: none"> <li>• Dallen J. T.; Nyaupane, G. P. (2009). <i>Cultural Heritage and Tourism in the Developing World: A Regional perspective</i>. USA &amp; Canada: Routledge.</li> <li>• 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</i></li> </ul>	



	<p><i>Holidays</i>. USA: World Almanac Education Group.</p> <ul style="list-style-type: none"> <li>• Mowforth, M. &amp; Munt, I. (1998). <i>Tourism and Sustainability</i>. London: Routledge.</li> <li>• Novelli, M. (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier.</li> <li>• Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). <i>Tourism: A Modern Synthesis</i>. 2<sup>nd</sup> Ed. London: Thompson Learning.</li> <li>• Richards, G. (2007). <i>Cultural Tourism: Global and Local Perspectives</i>. NY: Hayworth.</li> <li>• Richards, G., &amp; Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>. Elsevier: Butterworth-Heinemann.</li> <li>• Reisinger, Y., &amp; Turner, L. (2003). <i>Cross-Cultural Behavior in Tourism: Concepts and Analysis</i>. Oxford, UK: Butterworth Heinemann.</li> <li>• Sigala, M., &amp; Leslie, D. (2005). <i>International Cultural Tourism Management: Implications and Cases</i>. Oxford, UK: Butterworth Heinemann.</li> <li>• Smith, M. (2003). <i>Issues in Cultural Tourism</i>. London: Routledge.</li> </ul>
--	---

8.2. Seminar / laboratory	Teaching method	Remarks
Seminar 1. 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	<ul style="list-style-type: none"> <li>• oral presentation;</li> <li>• interactive exposition;</li> <li>• multimedia (video projector);</li> <li>• exemplification;</li> <li>• problem formulation;</li> <li>• solving of case studies;</li> <li>• solving of practical applications;</li> </ul>	1 seminar
Seminar 2. Case studies regarding: cultural dimensions and subcultures; genuine and fake attractions; cross-cultural tourist-host contact; carrying capacity	<ul style="list-style-type: none"> <li>• oral presentation;</li> <li>• interactive exposition;</li> <li>• multimedia (video projector);</li> <li>• exemplification;</li> <li>• problem formulation;</li> <li>• solving of case studies;</li> <li>• solving of practical applications;</li> </ul>	1 seminar
Seminar 3. Case studies regarding: the importance of creating a legal framework and of establishing local/regional preservation resources/agencies/authorities; examples of endangered sites. Sustainability issues	<ul style="list-style-type: none"> <li>• oral presentation;</li> <li>• interactive exposition;</li> <li>• multimedia (video projector);</li> <li>• exemplification;</li> <li>• problem formulation;</li> <li>• solving of case studies;</li> <li>• solving of practical applications;</li> </ul>	1 seminar
Seminar 4. Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. EDEN Awards	<ul style="list-style-type: none"> <li>• oral presentation;</li> <li>• interactive exposition;</li> <li>• multimedia (video projector);</li> <li>• exemplification;</li> <li>• problem formulation;</li> </ul>	1 seminar



	<ul style="list-style-type: none"> <li>• solving of case studies;</li> <li>• solving of practical applications;</li> </ul>	
Seminar 5. 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	<ul style="list-style-type: none"> <li>• oral presentation;</li> <li>• interactive exposition;</li> <li>• multimedia (video projector);</li> <li>• exemplification;</li> <li>• problem formulation;</li> <li>• solving of case studies;</li> <li>• solving of practical applications;</li> </ul>	1 seminar
Seminar 6. Project presentations		1 seminar
Bibliography	<p>Required and Recommended Textbooks:</p> <ul style="list-style-type: none"> <li>• Dallen J. T.; Nyaupane, G. P. (2009). <i>Cultural Heritage and Tourism in the Developing World: A Regional perspective</i>. USA &amp; Canada: Routledge.</li> <li>• 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.</li> <li>• Mowforth, M. &amp; Munt, I. (1998). <i>Tourism and Sustainability</i>. London: Routledge.</li> <li>• Novelli, M. (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier.</li> <li>• Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). <i>Tourism: A Modern Synthesis</i>. 2<sup>nd</sup> Ed. London: Thompson Learning.</li> <li>• Richards, G. (2007). <i>Cultural Tourism: Global and Local Perspectives</i>. NY: Hayworth.</li> <li>• Richards, G., &amp; Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>. Elsevier: Butterworth-Heinemann.</li> <li>• Reisinger, Y., &amp; Turner, L. (2003). <i>Cross-Cultural Behavior in Tourism: Concepts and Analysis</i>. Oxford, UK: Butterworth Heinemann.</li> <li>• Sigala, M., &amp; Leslie, D. (2005). <i>International Cultural Tourism Management: Implications and Cases</i>. Oxford, UK: Butterworth Heinemann.</li> <li>• Smith, M. (2003). <i>Issues in Cultural Tourism</i>. London: Routledge.</li> </ul>	

**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"> <li>• Correctness and amplitude of theoretic knowledge;</li> <li>• Logic coherence;</li> <li>• Specialized terminology;</li> <li>• Understanding of basic concepts;</li> <li>• Students' interventions during the lectures;</li> </ul>	Two interventions based on topics announced by the students (themes covered by the syllabus or by the optional references)	<b>30 %</b>
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• Capacity to use the acquired knowledge;</li> <li>• Interest towards study (proposal of discussion topics based on the optional references);</li> <li>• Compulsory attendance – minimum 50 %;</li> </ul>	Seminar attendance and activity	<b>10 %</b>
	<ul style="list-style-type: none"> <li>• Projects elaborated on announced topics.</li> </ul>	Elaboration and oral presentation of projects (individually and/or in pairs)	<b>60 %</b>

**10.6. Minimum performance standards**

- comprehension of basic notions and their usage;
- interpretations of the obtained data.

**Date**

**Signature of course coordinator**

**Signature of seminar coordinator**

**Lect.dr. Monica Maria Coros**

**Lect.dr. Monica Maria Coros**

**Date of approval**

**Signature of the Head of department**

**Conf.dr. Adina Negruşa**