



SYLLABUS

Academic Year 2022-2023

1. Information regarding the program

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 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	Assoc. Prof. Dr Monica Maria COROȘ						
2.4. Seminar coordinator	Assoc. Prof. Dr 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					25
Additional documentation (in libraries, on electronic platforms, field documentation)					35
Preparation for seminars/labs, homework, papers, portfolios and essays					22
Tutorship					2
Evaluations					2
Other activities:					15
3.7. Total individual study hours					97
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

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 Classifications). Globalization of	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	1 lecture (2 hours)



Heritage Tourism. UNESCO Mission and World Heritage Sites. ATLAS	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	Required and Recommended Textbooks:	
	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. Timothy; Stephen W. Boyd (2014). *Tourism and Trails: Cultural, Ecological and Management Issues*. Channel View Publications, Bristol. – Faculty of Business branch of BCU library
3. Dallen J. T.; Nyaupane, G. P. (2009). *Cultural Heritage and Tourism in the Developing World: A Regional Perspective*. USA & Canada: Routledge.
4. Goeldner, Charles R.; Ritchie, J. R. Brent (2012), *Tourism. Principles, Practices, Philosophies*, John Wiley and Sons.
5. Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). *Social Memory and Heritage Tourism Methodologies*. Routledge. – BCU main library.
6. 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.
7. Mckercher, Bob; Du Cros, Hilary (2002). *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management*.
8. Mowforth, M. & Munt, I. (1998). *Tourism and Sustainability*. London: Routledge. – Geography branch of BCU library.
9. Novelli, M. (2005). Ed. *Niche Tourism: Contemporary Issues, Trends and Case Studies*, Oxford, Elsevier.
10. Origet du Cluzeau, Claude (2013), *Le tourisme culturel. Dynamique et prospective d'une passion durable*, de Boeck, Bruxelles.
11. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). *Tourism: A Modern Synthesis*. 2nd Ed. London: Thompson Learning.
12. Richards, G. (2007). *Cultural Tourism: Global and Local Perspectives*. NY: Hayworth.
13. Richards, G., & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalisation*. Elsevier: Butterworth-Heinemann.
14. Reisinger, Y., & Turner, L. (2003). *Cross-Cultural Behavior in Tourism: Concepts and Analysis*. Oxford, UK: Butterworth Heinemann.
15. Sigala, M., & Leslie, D. (2005). *International Cultural Tourism Management: Implications and Cases*. Oxford, UK: Butterworth Heinemann. – FSEGA branch of BCU library.
16. Smith, M. (2003). *Issues in Cultural Tourism*. London: Routledge.
17. Swarbrooke, John (2002), *The Development and Management of Visitor Attractions*, Butterworth-Heinemann.
18. *** *TempoOnline Database*, Institutul Național de Statistică, București.
19. *** Eurostat.
20. *** *Tourism Trends and Policies*, OECD series.
21. *** *Tourism Competitiveness Report*, World Economic Forum series.
22. *** *Tourism Highlights*, World Tourism Organization series.

8.2. Seminar / laboratory	Teaching method	Remarks
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	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)



2. 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)
3. 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)
4. Sustainability issues of cultural tourism development	oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar (2 hours)
5. 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)
6. 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. Timothy; Stephen W. Boyd (2014). <i>Tourism and Trails: Cultural, Ecological and Management Issues</i>. Channel View Publications, Bristol. – Faculty of Business branch of BCU library 3. Dallen J. T.; Nyaupane, G. P. (2009). <i>Cultural Heritage and Tourism in the Developing World: A Regional Perspective</i>. USA & Canada: Routledge. 4. Goeldner, Charles R.; Ritchie, J. R. Brent (2012), <i>Tourism. Principles, Practices, Philosophies</i>, John Wiley and Sons. 5. Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). <i>Social Memory and Heritage Tourism Methodologies</i>. Routledge. – BCU main library. 6. 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. 7. Mckercher, Bob; Du Cros, Hilary (2002). <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i>. – Faculty of Business branch of BCU library
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8. Mowforth, M. & Munt, I. (1998). *Tourism and Sustainability*. London: Routledge. – Geography branch of BCU library.
9. Novelli, M. (2005) Ed. *Niche Tourism: Contemporary Issues, Trends and Case Studies*, Oxford, Elsevier.
10. Origet du Cluzeau, Claude (2013), *Le tourisme culturel. Dynamique et prospective d'une passion durable*, de Boeck, Bruxelles.
11. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). *Tourism: A Modern Synthesis*. 2nd Ed. London: Thompson Learning.
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13. Richards, G., & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalisation*. Elsevier: Butterworth-Heinemann.
14. Reisinger, Y., & Turner, L. (2003). *Cross-Cultural Behavior in Tourism: Concepts and Analysis*. Oxford, UK: Butterworth Heinemann.
15. Sigala, M., & Leslie, D. (2005). *International Cultural Tourism Management: Implications and Cases*. Oxford, UK: Butterworth Heinemann. – FSEGA branch of BCU library.
16. Smith, M. (2003). *Issues in Cultural Tourism*. London: Routledge.
17. Swarbrooke, John (2002), *The Development and Management of Visitor Attractions*, Butterworth-Heinemann.
18. *** *TempoOnline Database*, Institutul Național de Statistică, București.
19. *** Eurostat.
20. *** *Tourism Trends and Policies*, OECD series.
21. *** *Tourism Competitiveness Report*, World Economic Forum series.
22. *** *Tourism Highlights*, World Tourism Organization series.

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; 	<p>Written test – multiple choice quiz</p> <p>!!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the Assignment created in this respect). All the conditions are valid for the re-sit exam, too.</p>	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);	Answers provided to lecture challenges (minimum 2 challenges)	20 %
	<ul style="list-style-type: none">• Projects elaborated on announced topics.	Elaboration of individual projects	60 %
10.6. Minimum performance standards			
<ul style="list-style-type: none">➤ comprehension of basic notions and their usage;➤ interpretations of the obtained data.			

Date

Course coordinator

Seminar coordinator

**Assoc. Prof. Dr Monica Maria
Coroș**

**Assoc. Prof. Dr Monica Maria
Coroș**

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică