



**SYLLABUS**  
**Cultural Tourism**  
Academic Year 2025-2026

**1. Information regarding the program**

1.1. Higher education institution	Universitatea Babeș Bolyai
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	Business Administration in International Hospitality and Tourism/Master degree
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		Cultural Tourism				Discipline code		IME0052	
2.2. Course coordinator		Assoc. Prof. Monica Maria COROȘ, PhD							
2.3. Seminar coordinator		Assoc. Prof. Monica Maria COROȘ, PhD							
2.4. Year of study	2	2.5. Semester	II	2.6. Type of evaluation		E	2.7. Discipline regime		Elective

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar	1
3.4. Total hours in the curriculum	24	of which: 3.5 course	12	3.6 seminar	12
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					34
Additional documentation (in libraries, on electronic platforms, field documentation)					29
Preparation for seminars, homework, papers, portfolios, and essays					29
Tutorship					2
Evaluations					2
Other activities:					5
<b>3.7. Total individual study hours</b>					<b>101</b>
<b>3.8. Total hours per semester</b>					<b>125</b>
<b>3.9. Number of ECTS credits</b>					<b>5</b>

**4. Prerequisites (if necessary)**

4.1. curriculum	-
4.2. competencies	-

**5. Conditions (if necessary)**

5.1. for the course	Classroom with computer and video-projector
5.2. for the seminar /lab activities	Classroom with computer and video-projector



### 6.1. Specific competencies acquired

Professional/ essential competencies	<ul style="list-style-type: none"><li>• C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector;</li><li>• C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field;</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT3. Making effective use of various learning resources and techniques for personal development.</li></ul>

### 6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none"><li>• The student has in-depth knowledge of how to plan and manage human, material, and financial resources, how to motivate employees and monitor activities, as well as how to manage customer relationships with enterprises operating in the hospitality industry and international tourism;</li><li>• The student proves solid knowledge of how to plan and manage cultural resources, how to develop and implement specific activities, as well as how to manage visitor flows in cultural tourism destinations;</li></ul>
Skills	<ul style="list-style-type: none"><li>• The student has a high ability to use complex techniques and tools to analyze the organizational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges; the student is capable of drawing up and implementing business strategies; the student is able to use specialist software; also, the student demonstrates an ethical conduct and a customer-oriented behavior.</li><li>• The student is capable of assessing the sustainability of cultural resources, cultural tourism products, and cultural destinations and to design and implement the optimum solutions aiming at increasing the destination's sustainable development perspectives;</li></ul>
Responsibility and autonomy:	<ul style="list-style-type: none"><li>• The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence;</li><li>• The student is capable of supporting and implementing the decisions recommended.</li></ul>

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

7.1 General objective of the discipline	<ul style="list-style-type: none"><li>• understanding of the role and implications of cultural tourism activities at international levels in the context of responsible consumption and production of tourism destinations, attractions, resources, and services;</li></ul>
7.2 Specific objective of the discipline	<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 methods	Remarks
Introduction to Cultural and Heritage Tourism (Basic Concepts - Culture; Heritage; Tourism; Types and Classifications). Globalization of Heritage Tourism. UNESCO Mission and World Heritage Sites. ATLAS	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
Cultural Dimensions and Subcultures. Cross-Cultural Tourist-Host Contact	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
Legal Framework. Local/Regional Preservation Resources/Agencies. Endangered Heritage Sites. Sustainability Issues	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. EDEN Awards	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
Types of Museums. Conventional and unconventional cultural activities and spaces. Case Studies	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
Heritage Events and Festivals. Trails and Themed Routes. Religion, Religious and Pilgrimage Tourism	an interactive course, based on lectures, and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students; the use of case studies;	1 lecture
<p>Bibliography</p> <p>Barthel-Bouchier, D. (2013). <i>Cultural heritage and the challenge of sustainability</i>. USA: Left Coast Press. – Sociology branch of BCU library.</p> <p>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</p> <p>Goeldner, Charles R.; Ritchie, J. R. Brent (2012), <i>Tourism. Principles, Practices, Philosophies</i>, John Wiley and Sons.</p> <p>Hanna, S. P., Potter, A. E. &amp; Modlin E. A. (2015). <i>Social Memory and Heritage Tourism Methodologies</i>. Routledge. – BCU main library.</p> <p>Novelli, M. (2005). Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier.</p> <p>Origet du Cluzeau, Claude (2013), <i>Le tourisme culturel. Dynamique et prospective d'une passion durable</i>, de Boeck, Bruxelles.</p> <p>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.</p> <p>Richards, G. (2007). <i>Cultural Tourism: Global and Local Perspectives</i>. NY: Hayworth.</p> <p>Richards, G., &amp; Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>. Elsevier: Butterworth-Heinemann.</p> <p>Swarbrooke, John (2002), <i>The Development and Management of Visitor Attractions</i>, Butterworth-Heinemann.</p> <p>*** <i>TempoOnline Database</i>, Institutul Național de Statistică, București.</p> <p>*** Eurostat.</p> <p>*** <i>Tourism Trends and Policies</i>, OECD series.</p> <p>*** <i>Tourism Competitiveness Report</i>, World Economic Forum series.</p> <p>*** <i>Tourism Highlights</i>, World Tourism Organization series.</p>		
8.2 Seminar	Teaching methods	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
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
Sustainability issues of cultural tourism development	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Space and Place Identity. Urban/Rural Regeneration and Economic Impact. ECOC 2007 Sibiu. ECY 2015 Cluj-Napoca. ECOC 2023 Timișoara. EDEN Awards	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
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
Students' final projects presentations – <i>Cultural Tourism in Focus</i>	Presentations; interactive discussions	1 seminar
<p><b>Bibliography</b></p> <p>Barthel-Bouchier, D. (2013). <i>Cultural heritage and the challenge of sustainability</i>. USA: Left Coast Press. – Sociology branch of BCU library.</p> <p>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</p> <p>Goeldner, Charles R.; Ritchie, J. R. Brent (2012), <i>Tourism. Principles, Practices, Philosophies</i>, John Wiley and Sons.</p> <p>Hanna, S. P., Potter, A. E. &amp; Modlin E. A. (2015). <i>Social Memory and Heritage Tourism Methodologies</i>. Routledge. – BCU main library.</p> <p>Novelli, M. (2005). Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier.</p> <p>Origet du Cluzeau, Claude (2013), <i>Le tourisme culturel. Dynamique et prospective d'une passion durable</i>, de Boeck, Bruxelles.</p> <p>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.</p> <p>Richards, G. (2007). <i>Cultural Tourism: Global and Local Perspectives</i>. NY: Hayworth.</p> <p>Richards, G., &amp; Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>. Elsevier: Butterworth-Heinemann.</p> <p>Swarbrooke, John (2002), <i>The Development and Management of Visitor Attractions</i>, Butterworth-Heinemann.</p> <p>*** <i>TempoOnline Database</i>, Institutul Național de Statistică, București.</p> <p>*** Eurostat.</p> <p>*** <i>Tourism Trends and Policies</i>, OECD series.</p> <p>*** <i>Tourism Competitiveness Report</i>, World Economic Forum series.</p> <p>*** <i>Tourism Highlights</i>, World Tourism Organization series.</p>		

## 9. Corroborating the content of the discipline 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


- The same evaluation criteria are maintained for all exam sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.



- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).
- For an optimum organization of the final exam, the students are requested to announce their participation by registering for the 1<sup>st</sup>/2<sup>nd</sup> date of examination in the appropriate Assignment created with this purpose.

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage 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>	Final exam: Written test – multiple choice quiz (with one or more correct answers; +/- open-end questions; +/- true/false statements)	50%
10.5 Seminar	<ul style="list-style-type: none"> <li>• Capacity to use acquired knowledge;</li> <li>• Interest towards study (proposal of discussion topics based on the optional references; documentation of special topics for the final presentation);</li> </ul>	Compulsory activity: Final project (pair/group project with individual components) – all students are expected to present their projects and to register for their presentation (Evaluation criteria: authenticity, originality, realism, the use of the theoretical background assimilated, the quality of the presentation); students must present their projects and submit a written report	35%
		All students are expected to address at least one question to their colleagues during the final presentations	15%
	Bonus points associated to class activities	Students are required to actively take part during classes, be involved in case study discussions during seminars, to get engaged in individual projects; some case studies will be provided as asynchronous activities	Up to 10%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> <li>• Final test (multiple choice test with one or more correct answers +/- open-end questions +/- true or false statements) – in order to pass the discipline, all students must receive a grade of minimum 5 (five) in the written exam, only then will all other points be added in order to establish the final grade;</li> <li>• Students must approach each element (question, problem) within the final project's requirements.</li> <li>• All students must present their projects; no project may be submitted without presentation;</li> <li>• Plagiarism leads to failing the exam.</li> </ul>			


#### 11. Labels ODD (Sustainable Development Goals)

 General label for Sustainable Development								



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**BUSINESS**  
IN PARTNERSHIP

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**Date:**  
04.04.2025

**Signature of course coordinator**  
Assoc. Prof. Monica Maria COROȘ, PhD

**Signature of seminar coordinator**  
Assoc. Prof. Monica Maria COROȘ, PhD

**Date of approval:**  
10.04.2025

**Signature of the head of department**  
Assoc Prof. Marius Bota, PhD