



COURSE DESCRIPTION
Cultural Tourism
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree programme / Qualification	Business Administration in International Hospitality and Tourism / Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Cultural Tourism			Codul disciplinei	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	4	2.6. Type of assessment	Exam
2.7. Course status	Elective			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	24	of which: 3.5. course	12	3.6. seminar/ laboratory	12
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					34
Additional research in the library, on subject-specific electronic platforms, and on-site					29
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					29
Tutoring (professional guidance)					2
Examinations					2
Other activities					5
3.7. Total hours of individual study (IS) and self-taught activities (ST)				101	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	-
4.2. skills-related	-

5. Specific conditions (where applicable)

5.1. course-related	Classroom with computer and video-projector
5.2. seminar/laboratory-related	Classroom with computer and video-projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP2	Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector
CP5	Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	
CT3	Making effective use of various learning resources and techniques for personal development

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP2 CP5 CT3	The graduate 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.	The graduate has a high ability to use complex techniques and tools to analyse the organisational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges; the graduate is capable of drawing up and implementing business strategies; the graduate is able to use specialist software; also, the graduate demonstrates an ethical conduct and a customer-oriented behaviour.

7. Subject-specific learning outcomes

Knowledge and understanding
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; 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; 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. 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;
Responsibility and autonomy:
The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence; The student is capable of supporting and implementing the decisions recommended.

8. Contents

8.1. Course	Teaching and learning 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

Bibliography

Barthel-Bouchier, D. (2013). Cultural heritage and the challenge of sustainability. USA: Left Coast Press. – Sociology branch of BCU library.

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

Goeldner, Charles R.; Ritchie, J. R. Brent (2012), Tourism. Principles, Practices, Philosophies, John Wiley and Sons.

Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). Social Memory and Heritage Tourism Methodologies. Routledge. – BCU main library.

Novelli, M. (2005). Ed. Niche Tourism: Contemporary Issues, Trends and Case Studies, Oxford, Elsevier.

Origet du Cluzeau, Claude (2013), Le tourisme culturel. Dynamique et prospective d'une passion durable, de Boeck, Bruxelles.

Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). Tourism: A Modern Synthesis. 2nd Ed. London: Thompson Learning.

Richards, G. (2007). Cultural Tourism: Global and Local Perspectives. NY: Hayworth.

Richards, G., & Palmer, R. (2010). Eventful Cities: Cultural Management and Urban Revitalisation. Elsevier: Butterworth-Heinemann.

Swarbrooke, John (2002), The Development and Management of Visitor Attractions, Butterworth-Heinemann.

*** TempoOnline Database, Institutul Național de Statistică, București.

*** Eurostat.

*** Tourism Trends and Policies, OECD series.

*** Tourism Competitiveness Report, World Economic Forum series.

*** Tourism Highlights, World Tourism Organization series.

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
Bibliography Barthel-Bouchier, D. (2013). Cultural heritage and the challenge of sustainability. USA: Left Coast Press. – Sociology branch of BCU library. 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 Goeldner, Charles R.; Ritchie, J. R. Brent (2012), Tourism. Principles, Practices, Philosophies, John Wiley and Sons. Hanna, S. P., Potter, A. E. & Modlin E. A. (2015). Social Memory and Heritage Tourism Methodologies. Routledge. – BCU main library. Novelli, M. (2005). Ed. Niche Tourism: Contemporary Issues, Trends and Case Studies, Oxford, Elsevier. Origet du Cluzeau, Claude (2013), Le tourisme culturel. Dynamique et prospective d'une passion durable, de Boeck, Bruxelles. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006). Tourism: A Modern Synthesis. 2nd Ed. London: Thompson Learning. Richards, G. (2007). Cultural Tourism: Global and Local Perspectives. NY: Hayworth. Richards, G., & Palmer, R. (2010). Eventful Cities: Cultural Management and Urban Revitalisation. Elsevier: Butterworth-Heinemann. Swarbrooke, John (2002), The Development and Management of Visitor Attractions, Butterworth-Heinemann. *** TempoOnline Database, Institutul Național de Statistică, București. *** Eurostat. *** Tourism Trends and Policies, OECD series. *** Tourism Competitiveness Report, World Economic Forum series. *** Tourism Highlights, World Tourism Organization series.		

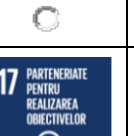
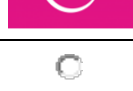
9. Evaluation

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 1st/2nd date of examination in the appropriate Assignment created with this purpose.
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Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	- Correctness and amplitude of theoretic knowledge; - Logic coherence; - Specialized terminology; - Understanding of basic concepts; - Students' interventions during the lectures;	Final exam: Written test – multiple choice quiz (with one or more correct answers; +/- open-end questions; +/- true/false statements	40%
		Active participation during classes – discussion of identified pieces of news related to the lecture topics (at least 2 articles/pieces of news)	10%
9.5. Seminar/ laboratory	- Capacity to use acquired knowledge; - Interest towards study (proposal of discussion topics based on the optional references; documentation of special topics for the final presentation);	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	15%

		their colleagues during the final presentations	
Bonus	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%
9.6 Minimum standard for passing			
• 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; • Students must approach each element (question, problem) within the final project’s requirements. • All students must present their projects; no project may be submitted without presentation; • Plagiarism leads to failing the exam.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
		X						

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
May 22nd, 2026	Assoc. Prof. Monica Maria COROȘ, PhD	Assoc. Prof. Monica Maria COROȘ, PhD

Date of approval in the department:	Signature of the head of department
May 27th, 2026	Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."