

Course Title	CULTURAL TOURISM
Course Code	TOU 209
Course Purpose and Objectives	<p>The purpose of this course is to explore Cultural Tourism as a global phenomenon and connect cultural heritage with tourism development and management.</p> <p>Cultural tourism offers a promising alternative to conventional tourism development, which also contributes to the preservation of the heritage and customs of the place. This course will arouse students' interests in exploring the rapid development of Cultural Tourism around the world.</p> <p>Through this course the students will investigate culture and heritage as drivers for tourism demand, and the resulting need for management. It will address the potential conflict between tourism and heritage perspectives and analyse the economic, political and social importance of cultural tourism.</p> <p>The purpose consequently, will be to examine the dynamic relationship among conservation, sustainable management, social and cultural factors, stakeholders' interests, tourism marketing and development trends, with selected case studies from various countries and regions.</p>
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the scope and significance of Cultural Tourism. 2. Discuss the development of Cultural Tourism. 3. Explain the relationship between Culture and Tourism. 4. Describe the impacts of Cultural Tourism on destinations and their policy context. 5. Evaluate the development of cultural tourism and trends around the world.
Course Content	<ul style="list-style-type: none"> • The scope and significance of cultural tourism • The growth of cultural production • Convergence of tourism and culture • Cultural tourism demand • The impact of tourism on culture • The economic context of cultural tourism • The policy context of cultural tourism • Cultural attractions • Cultural tourism product development • Trends and issues in cultural tourism