

Course Title	Managing Cultural Attractions				
Course Code	HTM405				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year/7 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To illustrate the importance of sustainable tourism planning for the responsible and competitive growth of tourist destinations and the pertinent industries that compose the tourist system. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To explain the beneficial relationship between culture and tourism and investigate how cultural heritage assets can contribute to the sustainable tourist development of a destination, as attractions • To clarify and analyze the concepts and theories of cultural tourism and its impacts on a destination's economy and society • To explain how cultural tourism attractions affect and are affected by the stakeholders of a destination • To present the relationship between cultural tourism and debates about contemporary issues regarding tourist development. 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain definitions, terms and concepts in regards to cultural heritage management and explain the close relationship between cultural heritage and tourism. • Recognize and analyze the various types of cultural heritage destinations/attractions and explain their characteristics. • Define cultural heritage tourists, identify their types and explain their profile and motivational and experiential characteristics. 				

	<ul style="list-style-type: none"> Assess the importance of cultural heritage management for cultural heritage tourist development. Evaluate the role of marketing for cultural heritage tourist destinations. Compare the various theories regarding cultural heritage tourist planning and identify the key players in cultural heritage tourism as a sustainable form of tourist development. 			
Prerequisites	<table border="1"> <tr> <td>HTM115, HTM315</td> <td>Co-requisites</td> <td>None</td> </tr> </table>	HTM115, HTM315	Co-requisites	None
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Course Content	<ul style="list-style-type: none"> Defining and conceptualizing cultural tourism Linking cultural heritage management and tourism management Challenges in achieving sustainable cultural tourism Tourist behaviour and cultural tourism Cultural Heritage Management: Core concepts, cultural heritage management and tourism, negative and positive impacts of tourism Tangible Heritage: Scope and significance of tangible assets; tourism, authenticity, and commodification Intangible heritage and its management; Intangible Heritage Assets-Management and Tourism Issues Culturally appropriate and sustainable use of assets Cultural tourism products: A regional perspective Commodification, environmental bubbles, and cultural tourism products Introduction The cultural tourism Market: A cultural tourism typology Using cultural and heritage assets to brand a destination Assessing the tourism potential of assets Asset auditing and planning Unique features of marketing in cultural tourism Presentation and management of heritage assets 			
Teaching Methodology	Face-to-Face			
Bibliography	<p>McKercher, B. and du Cros, H., Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Haworth Hospitality Press.</p> <p>Du Cros, H. and McKercher, B., Cultural Tourism Paperback, Routledge.</p> <p>Carson, S. and Pennings, M. Performing Cultural Tourism: Communities, Tourists and Creative Practices, Routledge.</p>			

	<p>Richards, G., Cultural Tourism: Global and Local Perspectives. NY: Hayworth.</p> <p>Misiura, S., Heritage Marketing, Oxford: Butterworth-Heinemann, Elsevier Ltd.</p> <p>Smith, M.K., Issues in Cultural Tourism Studies, London: Routledge.</p>		
Assessment	Examinations	70%	
	Assignment	20%	
	Class Participation and Attendance	10%	
	Total	100%	
Language	English		