

SYLLABUS

The basic course informations:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	Cultural Tourism and Communication		
Level:			
Status:	Compulsory		
Year of studies:			
The number of hours per week:	3		
ECTS:	5		
Time / Location:			
Course Professor:	Alberta Tahiri		
Contact details:	alberta.tahiri@ushaf.net		
Course description:			
	<i>This course assesses the importance of culture and heritage as demand drivers for tourism and the resulting need for managing cultural tourism.</i>		
Objectives:			
	<i>The course aims to examine cultural tourism as a global phenomenon and as an effort to bridge cultural heritage with tourism development and management.</i>		
Learning outcomes:			
	<p><i>As a result of taking this course the student should be able to:</i></p> <ul style="list-style-type: none"> • <i>Assess the theoretical underpinnings and the significance of cultural tourism for tourists and local societies.</i> • <i>Compare the principles and the perspectives of cultural heritage and tourism management and evaluate their effects on cultural tourism.</i> • <i>Explain the approaches of cultural heritage management, tourism management and edutainment that contribute to improving visitor satisfaction while conserving cultural heritage.</i> • <i>Analyze opportunities for cultural tourism in Kosovo.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	3	15	45
Practical work	2	5	10
Contacts with the teacher / consultants	1	9	9
Field exercises			
Kollokfiume, seminars	2	2	4
Homework			
Student study time (in library or at	3	15	45

home)			
Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.			
Total			125

Methodology of teaching: *Lectures and exercise combined with case studies*

Methods of assessment: *Seminar (case study) 50%*
Exam 50%

Literature

Literature: 1. Du Cros, H & McKercher (2014) *Cultural Tourism* (2nd ed.), Oxon: Routledge. (or latest edition).

Supplementary Literature: 2. Crouch, D. and N., Lubben (eds) (2003) *Visual Culture and Tourism*, Oxford: Berg.
3. Richards, G. (2006) *Cultural Tourism: Global and Local Perspectives*, London: Routledge

The lesson plan Design:

Week	Lectures to be held
WEEK 1:	Concept, content, definitions, types and ways of realizing cultural tourism.
WEEK 2:	Overview of the cultural tourism phenomenon
WEEK 3:	Linking Cultural Heritage Management and Tourism Management
WEEK 4:	Attractions and tourist behaviour
WEEK 5:	Cultural Heritage Management
WEEK 6:	Tangible and intangible heritage
WEEK 7:	Tourism as a change agent to intangible heritage
WEEK 8:	Authenticity and edutainment
WEEK 9:	Commodification, Environmental Bubbles, and Cultural Tourism
WEEK 10:	Products of cultural tourism
WEEK 11:	A Typology of Cultural Tourists
WEEK 12:	Assessing the Tourism Potential of Assets
WEEK 13:	Marketing of Cultural Tourism
WEEK 14:	Presentation and Management of Heritage Assets.
WEEK 15:	Presentation of works

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.