

Sample Course Description

Dr. Romina Dhora

Faculty: Economic

Study program: Professional Master in Cultural Heritage and Tourism Management

Course Title: Cultural Tourism

Course Credits: 8

Language of Instruction: Albanian/English

Course Description:

This course assesses the importance of culture and heritage as demand drivers for tourism and the resulting need for managing cultural tourism. It focuses on the potential conflict between the tourism and heritage perspectives, in analyzing the economic, political and social importance of cultural tourism. It addresses the ethical questions raised by the promotion and growth of cultural tourism, and examines the motivations and behavior of the cultural tourist.

Course Goals:

As a result of taking this course the student should be able to: 1. Assess the theoretical underpinnings and the significance of cultural tourism for tourists and local societies. 2. Compare the principles and the perspectives of cultural heritage and tourism management and evaluate their effects on cultural tourism. 3. Explain the approaches of cultural heritage management, tourism management and edutainment that contribute to improving visitor satisfaction while conserving cultural heritage.

Course Requirements:

Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.

→ Individual term paper: An analysis of a contemporary topic in cultural tourism, requiring extensive use of literature and theory resources.

→ Analysis and discussion of short cases on cultural tourism, integrating frameworks such as the UNESCO Cultural Heritage classification system, the ICOMOS ethical principles, etc.

Grading: The final grade is composed by:

Activation in seminars 10%

Coursework 30%

Final exam 60%

Course Schedule: The course lasts 15 weeks, where for each week there are three hours of lectures and two hours of seminars.

Main topics are:

1. Overview of the cultural tourism phenomenon
2. Linking Cultural Heritage Management and Tourism Management.
3. Attractions and tourist behavior.
4. Cultural Heritage Management; tangible and intangible heritage.
5. Tourism as a change agent to intangible heritage.
6. Authenticity and edutainment
7. Commodification, Environmental Bubbles, and Cultural Tourism Products.
8. A Typology of Cultural Tourists.
9. Assessing the Tourism Potential of Assets.
10. Marketing of Cultural Tourism.
11. Presentation and Management of Heritage Assets.