

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3104490	SEMESTER OF STUDY	5
COURSE TITLE	CULTURAL IMPACT IN TOURISM		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
	Lectures and Workshops	5(3+2)	6
COURSE UNIT TYPE	SPECIALIZATION COURSE		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=104		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is for students to understand the significance of culture and cultural heritage for tourism development.

Religion is an important aspect of culture and the exploitation of religious-cultural heritage contributes to tourism development.

Upon successful completion of the course students will be able to:

- a) Understand the concepts of culture and cultural heritage
- b) Understand and assess the various aspects of culture
- c) Recognize the importance of religious tourism and particularly the difference between pilgrimage and tourism.
- d) Identify key tourism related cultural, ecological and social impacts within a global context recognizing both positive and negative impacts.
- e) Recognize the cultural impact of religious tourism on tourist destinations.
- f) Exploit the religious element as a part of cultural tourism in order to create tourist flows.

General Skills

- Individual work
- Teamwork
- Respect to diversity and multiculturalism
- Respect to the natural environment

3. COURSE CONTENTS

The course is organized around topics such as:

- Culture and Tourism.
- Culture and cultural heritage.
- Cultural impacts in tourism (especially religious tourism).
- The environment of religious tourism.

- Typology of religious tourism.
- The entrepreneurial aspect of religious tourism.
- Cultural tourism and sustainable development.
- Techniques and methods for managing religious-cultural tourism.
- Institutions and actions.
- Monuments of world cultural and Natural heritage.
- Tourism impacts in culture (positive and negative).
- The interdependence of various types of tourism related impacts.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	15
	Preparation of Individual Project	25
	Independent and Directed Learning	45
	TOTAL	150
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Topics for elaboration - Short answer questions - Problem solving (issues concerning cultural and religious tourism) <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (10%) (Summative Evaluation) A team project will be assigned and presented after completion of the lectures. Students will work together in teams and present a current issue of cultural impacts in a tourist destination of their choice in Greece.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, of teamwork spirit and communication skills.</p> <p><u>Evaluation Criteria:</u> Critical knowledge, teamwork skills, quality of work, communication skills.</p> <p>III. Written assignment (20%) Two written research assignments will be assigned concerning the presentation of significant monuments or cultural aspects in Greece or globally.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the course lectures, examination of students' research skills.</p> <p><u>Evaluation Criteria:</u> Quality of written and verbal</p>	

	presentation, quality of content, organization and quality of writing together with the clarity and organization of their presentation.
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5. RESOURCES

- *Recommended Book and Journal Article Resources:*

Books:

- Moira Polyxeni (2009). «Religious Tourism», Interbooks Publishing, Athens (in Greek).

Journal Article resources:

- International Journal of Culture, Tourism and Hospitality Research
- CULTUR, Revista de Cultura e Turismo