

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230623	SEMESTER	6th (dir. Tourism)
TITLE	CULTURAL HERITAGE TOURISM		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	General Knowledge Specialization		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The course is aimed at students:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: To recognize the concepts of Culture and Heritage and to understand the dynamic relationship between Culture and Tourism and to determine the importance of the preservation and proper management of Cultural Heritage 2. UNDERSTANDING: To be able to distinguish the diverse cultural resources of an area to enhance cultural tourism proposals 3. APPLICATION: To examine the process of creating a brand name for a destination area. Recognize the various types of cultural tourism. 4. ANALYSIS: To combine and develop the distinction of different resources and forms of Cultural Tourism in order to manage the different needs of travelers. 5. COMPOSITION: To compose and explain the typology of cultural resources. To organize the bodies (national and international, state and private) that are active in the field of tourism in Greece and internationally 6. EVALUATION: To understand the diverse aspects of tourism and its effects in a country or place. <p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Have positive feelings about recognizing and defending the importance of preserving the cultural heritage of Greece and other countries. • Be aware of the importance of the Greek and world cultural heritage (both tangible and intangible), with particular reference to the main tourist destinations associated with it in Greece

- Be ready to take an active part in public and cultural events around Greece and the world
- Be prepared for intercultural contacts and peaceful conflict management
- develop their views and perceptions on diverse phenomena of cultural life.

General Skills

- Search, analysis and synthesis of data and information, using the necessary technologies
- Respect for diversity and multiculturalism
- Work in an interdisciplinary environment
- Autonomous work
- Teamwork
- Adaptation to new situations
- Exercise criticism and self-criticism
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

1. Cultural tourism: Concepts Culture, Heritage, Tourism. Relationship between Tourism and Culture & Heritage. The management of Culture and Tourism.
2. The influence of Culture on the attractiveness and competitiveness of a destination, the Charter of cultural tourism, the code of ethics in tourism
3. Organizations for the protection of cultural heritage through Intergovernmental Organizations (UNESCO, European Union, Council of Europe, International Center for the Study of the Preservation and Restoration of Cultural Heritage, etc.) and Non-Governmental Organizations (International Council of Monuments and Sites, International Council of Museums, Pan-European Heritage Federation, European University Center for Cultural Heritage, World Fund for Monuments, World Fund for Nature, World Heritage Site, International Union Heritage, European Museum Forum). National bodies for heritage management.
4. The cultural routes. examples.
5. Alternative forms of tourism-related to culture and heritage e.g., agritourism, industrial tourism (the protection of the newest heritage in Greece), gastronomic, medical / spa tourism, wine tourism, sports tourism, maritime tourism (forms such as representations of maritime historical events, nautical museums, etc.
6. Cultural tourists-characteristics, typology of tourist-cultural resources. Cultural Institution: the cultural capitals, management
7. Material and Intangible Heritage
8. Case studies of Material heritage from Greece and Abroad
9. Case studies of Intangible Heritage from Greece and abroad
10. Natural Heritage (terms biodiversity, geodiversity. Aspects and Branches of conservation and conservation of natural culture). Examples such as Olympus
11. Examples of Cultural Heritage sites from Northern Greece (Filippi, Vergina, Mount Athos, Corfu Old Town)
12. Examples of Cultural Heritage sites from Central and Southern Greece and island Greece (such as Meteora, Delphi, Acropolis of Athens, Mystras, Asclepieion of Epidaurus, Heraion of Samos)
13. The 15 UNESCO Monuments in Thessaloniki

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face
ICT USE	ICT

TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Educational visits to monuments, archeological, historical sites	51
	Individual/Group Project	30
	Written Assignment	15
	Bibliographic study and analysis	15
TOTAL	150	
ASSESSMENT	<p>I. Written final exam (50%) which includes: -Selection questions -Judgement Questions</p> <p>II. Active participation in visits and work (50%) The test material is posted on Moodle and time before the test is spent on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

5. REFERENCES

-Suggested bibliography:

- o Museums, memory, and heritage in Greece. Authors: Papanikolaou M. Panagiota. Epikentro Publications SA
- o Cultural Reserve and Architectural Heritage in the Balkans. Authors: GAVRA ELENI. KYRIAKIDI BROS PUBLICATIONS SA
- o Trova, E. (2018). The cultural heritage of Europe, published by Sakkoulas, Athens
- o Fate, P. (2020). Religious tourism and pilgrimage. published by Faidimos, Athens
- o Fate, Polyxeni, & Parthenis, Sp. (2011). Cultural-Industrial Tourism, published by Open Library, Athens.
- o McKercher, B. - duCros, H. (2002). Cultural Tourism. The Partnership Between Tourism and Cultural Heritage Management, Routledge
- o Richards, G. (1996) Cultural Tourism in Europe, CBI, Wallingford.
- o Timothy, D. & Boyd, S. (2003) Heritage Tourism, Harlow: Prentice Hall

Additional Electronic Notes teacher in Greek and English

Related scientific journals

Annals of Tourism Research,
 Tourism Management,
 Journal of Travel Research,
 International Journal of Research in Tourism and Hospitality

