

Latvian Academy of Culture
COURSE FOR ERASMUS STUDENTS

<i>Course Title</i>	Cultural Tourism Management		
<i>Credit points</i>	4		
<i>ECTS credits</i>	6		
<i>Amount of hours in classroom</i>	32		
<i>Area of studies</i>	Culture Management		
<i>Department</i>	Department of Sociology and Management of Culture		
<i>Author of the Course</i>			
<i>Doc. Astrīda Rogule</i>			
<i>Summary of the Course</i>			
<p>The course provides an opportunity to deepen understanding of cultural tourism in the context of preserving, studying and ensuring accessibility of cultural heritage. The course focuses on the issues connected with culture tourism management and importance of cultural tourism in the economy and branding of culture heritage, tourism sites and monuments.</p> <p>Skills and competences acquired after the end of the course will be useful in implementing projects related to cultural tourism management.</p>			
<i>Course plan</i>			
<i>Theme</i>	<i>Week</i>	<i>Type of class</i>	<i>Hours</i>
Definition of cultural tourism. Key features. The Importance of Cultural Heritage in Cultural Tourism	1.	<i>Lecture</i>	4
Cultural tourism product and its specifics. Cultural tourism market.	2.	<i>Lecture</i> <i>Group work</i>	2 2
Destination and event management in cultural tourism. Management trends and problems.	3.	<i>Lecture</i> <i>Presentation</i> <i>Discussion</i>	2 2 2
Hospitality factor. Service and infrastructure.	4.	<i>Lecture</i>	2
The best guiding methodology. Personality factor. Storytelling and interpretation	5.	<i>Lecture</i> <i>Presentation of individual work</i>	2 2
Specialist in cultural tourism organizations. Professionalism,	6.	<i>Lecture</i>	4

specialization. Educational opportunities. Prospects for career development in the future.			
Main tendencies of cultural tourism development in Europe and in the world.	7	<i>Lecture</i>	2
Cultural tourism in the context of Latvian branding. Challenges and ways.	8	<i>Lecture</i> <i>Excursion</i>	2 4
<i>Requirements for ECTS credits</i>			
Test form: exam consisting of a test (50%), student individual and group work assessment (40%) and lecture attendance (10%);			
<i>Bibliography</i>			
<ol style="list-style-type: none"> 1. World Tourism Code of Ethics (2011). www.em.gov.lv/em/2nd/?cat=30137 2. Asbworth, G. and P. Larkbam (Eds.), Building A New Heritage: Tourism, Culture and Identity in the New Europe London: Routledge. 3. Hughes, H. (2002). Culture and tourism: A framework for further analysis. Managing Leisure, Vol. 7 4. Mintel. (2004). Cultural and Heritage tourism - International - November 2004. London, Mintel 5. Mintel. (2008). Heritage tourism - UK - October 2008. London, Mintel 6. Mintel. Richards, G. & Bonink, C. (1995). Marketing European cultural tourism. Journal of Vacation Marketing, Vol. 1 7. WTO. (2004). Tourism Market Trends 2003 Edition: World overview and tourism topics. Madrid, WTO 			