

Group: IMTH

Degree: Master

Course: Research in Culture Tourism

- 1. Credits: 3**
- 2. Grade & Semester: First year, second semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

The course aims to examine cultural tourism as a global phenomenon and as an effort to bridge cultural heritage with tourism development and management.

- 5. Course description/outline:**

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. Finally, it addresses the ethical questions raised by the promotion and growth of cultural tourism and examines the motivations and behavior of the cultural tourist.