

MODULE OUTLINE DIT81

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT81	YEAR OF STUDY	4 th (8 th semester)
MODULE TITLE	Culture and Tourism: management and promotion		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Optional		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit81 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:
On successful completion of this module, students will be able to: - understand the term of culture as a product of special importance - value the importance of culture as a tourist resource that requires management - distinguish the term of culture and cultural heritage as distinct parts of a country's wider cultural stock - understand the various types of cultural activities and events as an integral part of a region's tourism product - realize the interactive relationship between culture and tourism in the context of the development and management of tourist destination

- understand the special characteristics of cultural tourism as a special and alternative form of tourism with dynamic demand
- understand the importance of cultural management and its connection to environmental management
- distinguish the communication and technological methods of cultural marketing
- realize the importance of policies for the promotion and management of culture and cultural heritage in modern tourism

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social Introduction of innovative research awareness, altruism etc.)</i>	

Search for, analysis and synthesis of data and information by the use of appropriate technologies
 Adapting to new situations
 Decision-making
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 Project planning and management
 Critical thinking
 Development of free, creative and inductive thinking

3. MODULE CONTENT

The search for authentic experiences often leads people to areas and landscapes that are unfamiliar to them. In modern consumer-oriented societies, cultural heritage is seen as an important means of offering authenticity. This module presents a multidisciplinary examination of culture and heritage within the context of tourism. An understanding of this relationship inevitably links issues of representation, identity, image, authenticity and commercialisation of cultural heritage to tourist destinations at different temporal and spatial scales. The module also addresses issues related to the production and consumption of cultural heritage and the management of cultural resources.

The content of the DIT81 module is analyzed below per week:

1. Theoretical approaches and conceptual definitions

2.	Demand and supply of tourism products with culture as the dominant motive
3.	Cultural impact of tourism development
4.	Tourism, culture and sustainable local development
5.	Protection and enhancement of cultural and industrial heritage
6.	Management of tangible and intangible cultural heritage
7.	Tourist attractions, attractions and tourism landscapes
8.	The importance of culture in shaping the tourist identity of destinations
9.	Cultural attractions of the visitor experience and the role of cultural
10.	Cultural and creative industries, city marketing and tourism branding
11.	Tourism marketing planning and the role of local government
12.	Tourism and culture: trends and challenges

4. TEACHING METHODS - ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.												
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.												
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	<table border="1"> <thead> <tr> <th>Activity</th><th>Semester Workload</th></tr> </thead> <tbody> <tr> <td>3 OSS (* 4 hours)</td><td>12</td></tr> <tr> <td>Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)</td><td>60</td></tr> <tr> <td>Examination</td><td>3</td></tr> <tr> <td>Individual study</td><td>211</td></tr> <tr> <td>Total module workload (hours)</td><td>286</td></tr> </tbody> </table>	Activity	Semester Workload	3 OSS (* 4 hours)	12	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60	Examination	3	Individual study	211	Total module workload (hours)	286
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams.												

<i>(conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential pass mark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/ .
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5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography: Holden, A. (2005). Tourism Studies and the Social Sciences. London: Routledge. Or, if multiple textbooks are proposed, the first book and: du Cros, H. & McKercher, B. (2020). Cultural Tourism. London: Routledge. [https://www.routledge.com/Cultural-Tourism/Cros-McKercher/p/book/9780367229016]. Condevaux, A., Gravari-Barbas, M. & Guinand, S. (ed). (2022). Tourism Dynamics in Everyday Places. London: Routledge. [https://www.routledge.com/Tourism-Dynamics-in-Everyday-Places-Before-and-After-Tourism/Condevaux-Gravari-Barbas-Guinand/p/book/9780367686819]
