DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Cultural, Creative and Heritage Tourism
Name of the subject in English:	Cultural, Creative and Heritage Tourism
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-CUCRHT-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Students will analyse and understand the development and management of cultural tourism, including heritage, arts, indigenous and ethnic minority tourism, as well as creative and experiential activities. They will be asked to evaluate product development, demand and motivation within the cultural tourism sector, as well as solving management issues relating to impacts and ethics. This will include some of the more politically sensitive aspects of interpretation and representation, especially relating to dark heritage and indigenous and ethnic people. They will then be in a position to create cultural tourism management plans for destinations and sites.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course is taught in Semester 1 of the Masters' program and complements Creative Experience Design. Whereas this course focuses more on the macro environment for Cultural Tourism development and management, Creative Experience Design focuses more on individual attractions and sites. This course introduces students to the important principles of ethical and sustainable development and management in preparation for later courses such as Tourism Destination Management and Sustainable Planning and Development. Students will understand how the political, social and technological environment affect tourism and learn to navigate the challenges of environmental change.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students will analyse case studies to understand how to apply theory to practice

Students will collaborate in teams and work on a cultural tourism management plan for a World Heritage Site

Students will engage in role play in to enhance their empathy skills (e.g. of different stakeholders and especially indigenous and ethnic minorities)

Students will use their research skills to find out which destinations are currently affected by their political environment and evaluate what impacts this has had on tourism

EVALUATION OF THE SUBJECT:

Students should select a cultural or heritage tourism destination, attraction or site and undertake the following:

• Analysis of the history and current state of management including which stakeholders

are involved (using research and analytical skills)

•	Summary of reviews of the destination or attraction online (e.g. TripAdvisor) (using research and evaluation skills)

•	An overview of what kinds of tourists visit, where they come from, motivations and profiles (using empathy skills and multi-stakeholder understanding)

•	Assessment of the impacts of tourism and recommendations for future visitor management to protect the site better (using critical thinking and applying theory to practice)

•	Current visitor experience and recommendations for improvement in interpretation, experience creation, use of technology (using creative skills)

Students are evaluated based on their knowledge of environmental conservation, visitor management, heritage interpretation, marketing and branding and experience creation. They will also be evaluated on their evaluation, research and analytical skills, all of which are transferable to other subjects and to any workplace. Their ability to think critically and creatively will be developed at this early stage in their degree Programme paving the way for more complex tasks later which require holistic and strategic approaches to management.

In order to gain a high grade, students need to identify which of these areas are most appropriate to the chosen attraction and to apply principles of good practice. They also gain points if their work is clear, concise and well structured. A basic pass can be attained by showing that they understand basic principles of cultural tourism management. They are graded out of 100% and the criteria reflect how many points are given to each section, e.g. analysis of the history and current state of management including which stakeholders are involved (20 points); assessment of the impacts of tourism and recommendations for future visitor management to protect the site better (20 points).

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Du Cros, Hilary: *Cultural tourism.* , 2015
- Smith, Melanie K.: *Issues in cultural tourism studies.* Routledge, 2016

RECOMMENDED READING LIST:

- *Cultural tourism in Europe ; Ed. by Greg Richards.* ATLAS, 2005
- *Cultural tourism in southern Africa.* Channel View Publications, c2016