



## COURSE DESCRIPTION

### 1. GENERAL

GENERAL			
SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	CUL110	SEMESTER	3 <sup>rd</sup>
COURSE TITLE	Tourism, Culture and Creative Industries		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		4	5
COURSE CATEGORY	Specific Background		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1169/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1169/</a>		
ECLASS			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
<p>Upon successful completion of the course, students will be able to:</p> <p>Understand the terms cultural and creative industries, as well as the importance they present to local development</p> <p>Assess the theoretical foundations and importance of cultural and creative tourism for tourists and local communities.</p> <p>Compare the principles and perspectives of cultural heritage and tourism management and assess their implications for cultural tourism.</p> <p>Explain approaches to heritage management, tourism management and education that help improve visitor satisfaction while conserving cultural heritage.</p> <p>Recognize and understand the policies implemented by international organizations and national organizations for the development of cultural and creative tourism.</p>
<b>General Skills</b>

### 3. CONTENT

The module aims to provide an overview of the interaction between tourism, culture and the creative industries. On the one hand, tourism plays an important role in the promotion of cultural heritage and the development of creative industries, while also strengthening the business activity of local creators. On the other hand, the development of creative industries and the proper utilization of cultural heritage, through the creation of cultural industries, upgrades the aesthetics of the areas so that they attract more and better quality tourism. In this course, reference will be made to cultural and creative tourism as well as to the practices adopted for the development of the two special forms of tourism. The policies of UNESCO and the relevant Greek public organizations for the development of cultural and creative tourism will also be analyzed. In the context of the course, case studies are also analyzed for a better understanding of the material.

#### Week 1

Introduction to the creative and cultural industries

#### Week 2

Creative industries, innovation and knowledge networks, creative cities



## Week 3

Differentiating tourism through creativity

## Week 4

Creative cities, city branding and tourism

## Week 5

Creativity and tourism in the regions of the region

## Week 6

Cultural tourism

## Week 7

Creative tourism

## Week 8

Policies and practices development of cultural and creative tourism

## Week 9

The Sheffield and Bilbao case study

## Week 11

UNESCO Policy Framework for Cultural Tourism

## Week 11

National Policies for cultural and creative tourism

## Week 12

Development and management of small and medium enterprises of creative tourism

## Week 13

The Plymouth (HB) and Singapore case study

## 4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD													
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICTs in Teaching, in Laboratory Education, in Communication with students												
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Projects</td><td>13</td></tr><tr><td>Literature Study and Analysis</td><td>30</td></tr><tr><td>Practice and Preparation</td><td>30</td></tr><tr><td><b>Course Total (ECTS: 5)</b></td><td><b>125</b></td></tr></table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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Practice and Preparation	30												
<b>Course Total (ECTS: 5)</b>	<b>125</b>												
EVALUATION OF STUDENTS	<ul style="list-style-type: none"><li>• 60% final written exam (short answer and problem solving questions)</li><li>• 30% written work in groups of 2-3 people</li><li>• 10% oral examination of the prepared group work</li></ul>												

## 5. BIBLIOGRAPHY

- Αυδίκος Β. (2014), *Οι πολιτιστικές και δημιουργικές βιομηχανίες στην Ελλάδα*, Εκδόσεις Επίκεντρο.
- Δουλκέρη Τ. (2021), *Τουρισμός - Πολιτική - Πολιτισμός στην Ελλάδα*, Εκδόσεις Λειμών.
- Μωραΐτου, Ι. (2019), *Αστική Ανάπτυξη και Συνοχή. Πολιτιστικές και περιβαλλοντολογικές προσεγγίσεις*, Εκδότης Προπομπός.
- Crouch, D. and N., Lubben (eds) (2003) *Visual Culture and Tourism*, Oxford: Berg
- du Cros H. & McKercher B. (2014) *Cultural Tourism* (2nd Edition), Routledge
- Morpeth N.D., Long P. (2016) *Tourism and the Creative Industries: Theories, policies and practice* (1st edition), Routledge
- Richards G., Wilson J. (2007) *Tourism, Creativity and Development*, London: Routledge.



# Courses' Descriptions

DEPARTMENT OF TOURISM  
IONIAN UNIVERSITY



- Richards, G. (2006) *Cultural Tourism: Global and Local Perspectives*, London: Routledge.