

**Course of studies:** *Sustainable tourism management*

<b>Module</b>	<i>Urban and Cultural Tourism and Sustainability</i>			
<b>Acronym</b>	<b>Semester</b>		<b>Type</b>	
UCulTouS	2. semester/ once a year in summer semester		Compulsory elective module	
<b>EMMA Code</b>	<b>Module coordinator:</b>		<b>Lecturers:</b>	
	Prof. Dr. Hartmut Rein		Prof. Dr. Hartmut Rein	
<b>Sub-modules</b>	<b>Examination prerequisite(s):</b>	<b>Examination form(s):</b>	<b>Weekly hours per semester:</b>	<b>ECTS:</b>
non	non	Oral presentation in small groups (100 %)	2	2

<b>Workload (h):</b>		<b>Teaching form(s):</b>	<b>Language</b>	
Presence education: 30 h Self-study: 30 h		Lecture (6 h) Seminar (18 h) Field trip (6 h)	English	
<b>Course prerequisites:</b>		<b>Recommended connections:</b>	<b>Usability in other curricula:</b>	
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<b>Content:</b>				
The lecture will provide theoretical and practical knowledge about forms of city and cultural tourism, the acceptance of tourism in cities and the phenomenon of overtourism, the sustainability of club and festival tourism, the request for cultural tourism offers, cooperation in cultural tourism, the development and marketing of cultural tourism offers, cultural sponsoring, and forms of cultural tourism: Garden tourism, literature and film tourism, culinary tourism/regional speciality cuisine and in particular the sustainability of cultural tourism offers, using current case studies from different cultural tourism segments.				
<b>Goals:</b>			<b>percentage</b>	<b>indexing. DQR</b>
<b>Professional skills</b>	knowledge	The students have an overview of the range of city and cultural tourism offers, the acceptance of tourism and the phenomenon of overtourism, the city and cultural tourism market and current approaches to sustainability efforts in these tourism segments.	20	6
	skills	The students are able to make a first evaluation of the sustainability of city and cultural tourism offers and to work out first approaches to improve their sustainability.	30	6

<b>Personal competences</b>	Social competence	The students are able to organise themselves as a small group and to solve and present a city and cultural tourism task in a team.	25	6
	autonomous working	Students apply the acquired knowledge independently and can assess the sustainability of various city and cultural tourism offers.	25	6
<b>Literature:</b>				
<p>DODDS, R. (Ed.) (2019): Overtourism: Issues, realities and solutions. De Gruyter Studies in Tourism, Band 1. Berlin, Boston</p> <p>MILANO, C.; CHEER, J. M.; NOVELLI, M. (Ed.) (2019): Overtourism: Excesses, Discontents and Measures in Travel and Tourism. CABI Publishing</p> <p>KAGAN, S. (2011): Art and Sustainability: Connecting Patterns for a Culture of Complexity. transcript Verlag, Bielefeld                  DREYER, A. (2000): Kulturtourismus. Oldenbourg Wissenschaftlicher Verlag, München</p> <p>STEINECKE, A. (2007): Kulturtourismus: Marktstrukturen, Fallstudien, Perspektiven. Oldenbourg Wissenschaftlicher Verlag, München</p> <p>RICHARDS, G.; WILSON, J. (2007): Tourism, Creativity and Development, Verlag: Routledge, Abingdon, Oxon, GB                  LESLIE, D.; SIGAL, M. (2005): International Cultural Tourism: Management, Implications and Cases. Verlag Butterworth Heinemann</p> <p>CUMMING, P., PELHAM, F. (2011): Making Events More Sustainable. A Guide Book to BS 8901. BSI, London</p> <p>JONES, M. (2010): Sustainable Event Management. A Practical Guide. Earthscan, London</p> <p>WOLTER, K.; SCHILLER, D.; HESSE, C. (2018): Kreative Pioniere in ländlichen Räumen. Innovation &amp; Transformation zwischen Stadt und Land. Steinbeis-Edition, Stuttgart</p>				
<b>Last updated:</b>			12/2020	