## Course Description

**Department**: 14 Tourism  
**Course title**: Special Aspects in Tourism  
**Hours per week (SWS)**: 8 (blocked seminar plus online sessions every other week)  
**Number of ECTS credits**: 10

### Course Objective
This course allows us to examine trends and issues in cultural and heritage tourism from a range of perspectives: manager/operator, tourist, and local. By trends, we mean innovations and opportunities associated with creating/evolving what might be called ‘great tourism experiences’. Topics include, but are not limited to, authenticity, interpretation, the role of digital devices, experiences involving personal well-being, sustainability advocacy, cultural understanding, etc. The course will include exploring, by practicing field research, local cultural and heritage experiences – art, history, music, food, sport, etc. – by way of applying specific theoretical / conceptual tools. By issues, we mean topics in the realm of cultural and heritage tourism that are economically, politically, socially or culturally controversial. We will examine tourism as a force for poverty alleviation, tourism as a force for heritage preservation, co-construction of meaning and community stakeholder involvement. Assignments will include a field journal with entries – one 200-word entry along with photographs every two weeks - focusing on different themes based on the readings. The residency will involve an individual presentation focusing on your research results and analysis from a class field trip. Early in the course, we will discuss the field observation and reflective research method that will serve as the key element of the course work.

### Prerequisites
Sound knowledge of English language (Level B2):

### Recommended reading
To be announced during online sessions

### Teaching methods
Seminaristic lecture; international examples and case studies; blended learning

### Assessment methods
Active participation; Written Paper

### Language of instruction
English

### Name of lecturer
Associate Professor Geoffrey Bird – Royal Roads University, Canada  
**Email**: Geoff.2bird@RoyalRoads.ca

### Course Content
This is a blended learning course. There is a one-week lecture with on-site attendance which is framed by an online phase before and after the attendance phase.

1. **Phase (Online/Self-Study)**  
   In order to prepare for the topic students will receive learning and teaching material online. They should prepare for the course contents individually. In order to encourage critical assessment students are supposed to prepare something, which will serve as an introduction to the attendance phase. This can be a brief report, paper or abstract or presentation for example. For student support an online discussion-forum, a chat or video conference is intended.

2. **Phase (On-site attendance)**  
   During the one-week blocked course a seminaristic lecture is taking place.

3. **Phase (Online/Self-Study)**  
   The third phase serves as a lecture follow-up. Students will prepare a paper which is part of the examination requirement in addition to the active participation during the on-site lecture. Again an online discussion forum, chat or video conference can be made available for student support. A supplemental appointment is scheduled for conclusion purposes (also as video conference or similar). Central statements and results of the lecture and – possibly- of the papers will be summarized here.  
   Should there be a video conference during the first or third phase of the course a professor of the faculty will be present to provide additional guidance for the students.

### Remarks
For Master students only!