



CULTURAL TOURISM AND CULTURAL DISCOURSE

Credit Points	3 CP
Study course annotation	<p>The aim of the study course is to expose students to the specifics of cultural tourism and its links to the actual cultural discourse, and to raise students' awareness concerning identifying cultural constructs and contexts that affect the designing and promotion of cultural tourism products, and consumer interests as well.</p> <p>The tasks of the study course are as follows:</p> <ul style="list-style-type: none"> • to raise students' awareness concerning diversity of cultural tourism products; • to develop the analytical skills to identify the cultural discourse trends, levels, contexts, and to analyze connection between these discourse components and the interests (needs) of different groups in society; • to develop the skills to build the connections between cultural discourse, cultural memory and the potential of cultural tourism, to design a competitive product in the context of alternative tourism.
Study course results:	<p>Knowledge</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • identify the specificity of the field of cultural tourism in the context of alternative tourism; • formulate the characteristics of the cultural tourism product; • recognize the contexts emphasized in the cultural discourse as stimuli for the designing innovative cultural tourism products
	<p>Skills</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • compare and analyze the specifics of cultural tourism products in different regions; • identify the connection and describe the impact of cultural discourse on the interpretation / perception of cultural heritage in different groups of society; <p>understand the role of cultural communities in the preservation, exploration and responsible use of cultural heritage in tourism.</p>
	<p>Competences</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • responsibly consider the cultural heritage and its inclusion in the development of cultural products. • assess the interests and needs of cultural communities making decisions on the development of new cultural tourism products, following the principles of responsible and sustainable tourism. • intentionally develop professional awareness to follow up the cultural discourse actualities regarding the cultural heritage and cultural memory.
Study course plan:	
No.	Topics
1.	Introduction. Specificity of cultural tourism in the context of alternative tourism. Diversity of cultural products.



2.	Concept of cultural heritage, research approaches and promotion strategies. Tangible and intangible cultural heritage, its responsible use designing the cultural products. Activities of the ICOMOS Cultural Tourism Committee.
3.	The concept of cultural discourse. Cultural discourse and cultural discourses. Discourse analysis method in the context of cultural tourism.
4.	Levels of cultural discourse: cultural memory, social memory of society and communities, cultural texts and contexts.
5.	Cultural tourism experience in Europe and the world. Diversity of cultural discourses and their connection with cultural tourism products.
6.	Cultural discourse in Latvia: cultural memory and cultural heritage. Experience and potential of cultural tourism in Latvia.
7.	Cultural discourse and cultural communities: the place of cultural tourism in the development of alternative tourism in Latvia and Europe.
Study course results:	Knowledge
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	Skills
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	Competences
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Form of final examination: Written exam	
Mandatory literature of the study course (in English):	
<ol style="list-style-type: none"> 1. A companion to heritage studies / edited by William Logan, Mairead Nic Craith and Ullrich Kockel. Chichester, West Sussex, UK ;Malden, MA : Wiley-Blackwell, 2015. 2. McKercher, Bob, du Cros, Hilary. Cultural tourism. 2nd ed. New York: Routledge, 2015. 	



3. Politics of Scale : new directions in critical heritage studies. Ed. by Tuuli Lähdesmäki, Suzie Thomas and Yujie Zhu. New York : Berghahn Books, 2023.
4. The Routledge Handbook of Cultural Tourism / edited by Melanie Smith and Greg Richards. New York; London: Routledge, Taylor & Francis Group, 2017.

Study course supplementary literature:

1. Bendix, Regina F. Culture and Value: tourism, heritage, and property. Bloomington, Indiana : Indiana University Press, 2018. (e-book)
2. Handbook of globalisation and tourism / edited by Dallen J. Timothy. Cheltenham, UK; Northampton, MA, USA: Edward Elgar Publishing, 2021.
3. Waterton, Emma, Watson, Steve. The Semiotics of Heritage Tourism. Bristol; Buffalo: Channel View Publications, 2014.

Periodicals and other sources of information:

1. *International Journal of Eco-Cultural Tourism, Hospitality Planning and Development*. <https://ijecth.journals.ekb.eg/>
2. *International Journal of Tourism and Cultural Changes*. <https://www.tandfonline.com/toc/rtcc20/current>
3. *Tourism and Heritage Journal*. <https://revistes.ub.edu/index.php/tourismheritage/index>
4. *ICOMOS official website*. <https://www.icomosictc.org/>

During the study process changes and additions to the program and the list of references are possible