

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
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Course Description: Cultural Tourism

1- Basic Information:

Course Name	Cultural Tourism
Course ID	TTM501
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	36
Synchronized Session Work Load	18
Credit Hours	4
Course Level	5

2- Pre-Requisites:

Course	ID
Syrian Intangible Heritage	TGT404
Tourism Archeological Sites	TGT405

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3- Course General Objectives:

The course aims to introduce the student to the following scientific issues:

- Distinguishing between cultural tourism products and other tourism products.
- Knowing the places of cultural tourism and cultural heritage in Syria.
- Recognizing the components of cultural tourism from archaeological sites, ancient cities, castles and forts, religious places, and religious events and occasions.
- Identifying the mechanisms of tourism marketing and promotion of cultural tourism products.
- Realizing the characteristics of the cultural tourist
- Knowing the mechanism of attracting cultural tourists.
- Understand how to develop cultural tourism products and invest various cultural activities in tourism promotion.
- Realizing the economic and social importance of cultural tourism.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Identify the concept of cultural tourism and cultural tourist and what are the patterns of cultural tourism.

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ILO2	View cultural tourism products and distinguish them from other tourism products.
ILO3	Identify the places of cultural tourism and the tangible and intangible cultural heritage in Syria.
ILO4	Awareness of cultural tourism markets.
ILO5	Knowing how to market and promote cultural tourism products.
ILO6	Identify the characteristics of the cultural tourist and the methods of attracting them.
ILO7	Understand how to develop cultural tourism products and invest various cultural activities in tourism promotion.
ILO8	Realizing the economic and social importance of cultural tourism.

5- Course Syllabus (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Concepts of cultural tourism, cultural tourist, and patterns of cultural tourism 	4	3	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars	An exercise is a practical case that aims to help the student apply the

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				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	concepts he has studied
ILO2	<ul style="list-style-type: none"> Cultural tourism products and distinguish them from other tourism products. 	4	3	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts he has studied
ILO3	<ul style="list-style-type: none"> Places of cultural tourism and the tangible and intangible cultural heritage in Syria. 	4	3	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts he has studied
ILO4	<ul style="list-style-type: none"> Cultural tourism markets. 	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	An exercise is a practical case that aims to help the student apply the concepts he has

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				<input type="checkbox"/> Practices <input type="checkbox"/> Others	studied
ILO5	<ul style="list-style-type: none"> Mechanism of tourism marketing and promotion of cultural tourism products. 	4	3	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts he has studied
ILO6	<ul style="list-style-type: none"> The characteristics of the cultural tourist and the methods of attracting them. 	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise as well as a job is a practical case that aims to help the student apply the concepts he has studied
ILO7	<ul style="list-style-type: none"> How to develop cultural tourism products and invest various cultural activities in tourism promotion. 	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	An exercise is a practical case that aims to help the student apply the concepts he has studied

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				<input type="checkbox"/> Others	
ILO8	<ul style="list-style-type: none"> Realizing the economic and social importance of cultural tourism. 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts he has studied

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Identify the concept of cultural tourism and cultural tourist and what are the patterns of cultural tourism.	<ul style="list-style-type: none"> Defining cultural tourism Definition of a cultural tourist Understand the patterns of cultural tourism 	*		*		*

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ILO2	View cultural tourism products and distinguish them from other tourism products.	<ul style="list-style-type: none"> – Understanding the products of cultural tourism – Comparing cultural tourism products with other tourism products 	*		*		*
ILO3	Identify the places of cultural tourism and the tangible and intangible cultural heritage in Syria.	<ul style="list-style-type: none"> – Knowing the places of cultural tourism in Syria – Understand the difference between tangible and intangible heritage – Knowing the products of tangible and intangible heritage in Syria 	*		*		*
ILO4	Awareness of cultural tourism markets.	<ul style="list-style-type: none"> – The ability to distinguish tourist markets from commodity markets – Know the nationalities 	*		*		*

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		that target cultural tourism in the world					
ILO5	Knowing how to market and promote cultural tourism products.	<ul style="list-style-type: none"> – Understand the difference between marketing and promotion – Knowledge of marketing plans for cultural tourism globally – Establishing a mechanism to promote cultural tourism products in Syria 	*		*		*
ILO6	Identify the characteristics of the cultural tourist and the methods of attracting them.	<ul style="list-style-type: none"> – What are the characteristics and behaviors of a cultural tourist, and what distinguishes them from other tourists? – How can we attract cultural tourists according to their behaviors and 	*		*		*

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		characteristics?					
ILO7	Understand how to develop cultural tourism products and invest various cultural activities in tourism promotion.	<ul style="list-style-type: none"> How to develop and implement a plan for the development of cultural tourism products The mechanism of investing cultural activities in tourism revitalization 	*		*		*
ILO8	Realizing the economic and social importance of cultural tourism.	<ul style="list-style-type: none"> Understand the economic dimensions and repercussions of cultural tourism activities The positive effects of cultural tourism activities on social life 	*		*		*

7- Practice Tools:

Tool Name	Description
non	-----

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