

Name of the subject: Tourism, culture, creative industries and dynamic environment		
Teacher(s): Tatjana Pivac, Snežana Besermenji, Miroslav Vujičić		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition: -		
Goal of the subject The cultural sector is one of the most exciting and innovative in the modern world. Music, film, new media, computer games, publishing, music, visual and performing arts, tourism, crafts, design and fashion offer dynamic careers, now and in the future. The course aims to acquaint students with the latest world research in the field of culture and certain creative industries, to follow projects in cultural tourism, in dialogue with the local and creative development of each place. Also, one of the goals is to point out the maximization of the economic and social value of cultural heritage and to stress out the importance of the emergence of a creative economy.		
Outcome of the subject Key element for the future of developed and developing countries, this course provides a critical overview of the fast-growing sector and its many employment opportunities.		
Content of the subject <i>Theoretical lectures</i> The course focuses on the following topics: cultural work, creative cities, visual culture, popular culture, cultural and creative industry policy, cultural management, entrepreneurship and cultural production, cultural regeneration, cultural history, culture and identity, increasing the potential for new jobs places in the Cultural and Creative Industry (CCI), adapting the business support ecosystem to the needs of the CCI, Cultural production, Cultural participation and culture driven by urban renewal, Public and private investment in culture and creative industries, methods for monitoring the impact of CCI. <i>Practical lectures</i> Literature monitoring, data collection, project task selection. Data processing and presentation of results.		
Recommended literature 1. Flew, T. (2012). <i>The Creative Industries-Culture and Policy</i> , SAGE Publication 2. Peris-Ortiz, Marta, Cabrera-Flores, Mayer, Serrano-Santoyo, Arturo (Eds.) (2019): <i>Cultural and Creative Industries, A Path to Entrepreneurship and Innovation</i> , Springer 3. Хацић, О., Недељковић Кнежевић, М., Пивац, Т. (2018). <i>Менаџмент одрживог развоја културног туризма-стејкхолдерски приступ</i> , Универзитет у Новом Саду, природно-математички факултет, Департман за географију, туризам и хотелијерство, Нови Сад, ISBN 978-86-7031-500-6 Recommended doctoral dissertations in the field of culture, cultural tourism, creative industries by course professors. Scientific papers and websites with current issues.		
Number of active classes	Theory: 50	Practice: 50
Methods of delivering lectures Individual consultations, seminar papers, project presentation.		
Evaluation of knowledge (maximum number of points 100) Practice (scientific research) 50 points Oral exam 50 points		