

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Cultural Heritage and Cultural Tourism Management (MKT101)			
Teachers: PhD Tatjana Pivac			
Status: mandatory			
ESTC: 5			
Requirements: none			
Learning objectives The aim of the course is to provide students knowledge about the conservation and protection of cultural heritage, to point out the importance and presence of cultural heritage in EU strategies and their impact on the development of cultural tourism. The course deals with the current situation regarding the issue of cultural heritage, emerging from numerous positive and negative examples, risks and opportunities for successful revitalization. A special emphasis will be put on European strategies and policies relating to cultural heritage. Also, there will be possible estimates for the sustainable use of cultural heritage through synergy with cultural tourism.			
Learning outcomes Upon completion of the course the students will be able to: <ul style="list-style-type: none"> • Describe the trends and concepts of cultural tourism on global level and identify examples of good practice • Analyse the current state of tangible and intangible heritage of Western Balkan • Describe and apply the principles behind cultural heritage conservation and revitalization • Apply and promote the principles of the sustainable management of cultural heritage • Link EU funds and EU strategies to actual cultural heritage 			
Syllabus <i>Theoretical part</i> Introduction to the basic concepts of cultural heritage, the way of their preservation, restoration, revitalization, interpretation of cultural heritage in tourism. Cultural heritage as tool for local development. Digitization of cultural heritage. Introduction to EU strategies related to cultural heritage and cultural tourism. Management of cultural property under the protection of UNESCO. Modern trends in cultural tourism. Experience in cultural tourism <i>Practical part</i> Preparation of seminar papers. Cultural heritage tour in the surrounding. Conversation with the directors and employees of some cultural institutions (museums, galleries, theater etc.).			
Literature: <ol style="list-style-type: none"> 1. Marianne Lehtimäki (editor) (2008): Cultural Heritage and Tourism, potential, impact, partnership and governance, Monitoring Group on Cultural Heritage in the Baltic Sea States And Department of Cultural Heritage under Ministry of Culture, Lithuania 2. Maria D. Alvarez Frank M. Go, Atila Yüksel (editors)(2016): Heritage Tourism Destinations, Preservation, Communication and Development, CAB International, UK 			
Weekly teaching load 4 (60)	Lectures 2 (30)	Exercises 2 (30)	
Methods of Teaching: a) method of oral presentation; b) visual presentation method; c) method of discussion; d) Textual method e) Illustrative-demonstration methods (Searching the Internet and standard library documentation, by defined topics).			
Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	15-30	
Seminar paper	0-15		