

<b>Study program: Management of Cultural Tourism and Cultural Heritage</b>			
<b>Name of subject: Information Technologies and Systems in Cultural Tourism</b>			
<b>Teacher: Dr Uglješa Stankov; Dr Đordije Vasiljević</b>			
<b>Subject status: Elective</b>			
<b>ECTS Number: 5</b>			
<b>Condition: None</b>			
<b>Course objectives</b> Introducing students to the application of the most important information and communication technologies and systems in cultural tourism. Special attention is paid to the study of technologies and systems for design, planning, administration, transactions, marketing, but also evaluation in cultural tourism.			
<b>Outcome of the course</b> Training students for the use of the most important information and communication technologies and systems used in modern cultural tourism.			
<b>Course content</b> <i>Theoretical classes</i> Definition of Information and Communication Technologies and Systems (ICT). Overview of the development of ICT in cultural tourism. ICT for design, planning, administration and evaluation in cultural tourism. Technologies for the digitization of cultural goods. Cultural tourism marketing supported by ICT (on-site marketing - websites, wiki-sites, blogs; content creation strategies - content management, user-generated content, crowdsourcing); social media and social networks; mobile marketing; Registration and Transaction Systems. Trends and strategic directions of ICT development in cultural tourism (Internet of Things, Big Data, open data structure and open data, new video recording technologies). <i>Practical classes</i> Training and use of current software for administrative tasks, operations and transactions in cultural tourism, specialized and expert jobs through practical work on a computer. Preparation of seminar papers.			
<b>Literature</b> 1. Seungwon , S.L., Boshnakova, D., Goldblatt, J. (2017). The 21st century meeting and event technologies: powerful tools for better planning, marketing and evaluation. Apple Academic Press, Boca Raton. 2. Benckendorff , P., Sheldon, P., Fesenmaier, D. (2014). Tourism Information Technology. CABI , Oxfordshire. 3. <b>Stankov , U.</b> (2012): Web Marketing in Tourism of Vojvodina. University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Novi Sad. 4. Kicošev, S., Čatović, A., <b>Stankov, U.</b> (2011): Information Technology in Tourism and Hospitality. PrintCom, Tuzla.			
<b>Number of hours of active teaching</b>	<b>Theoretical classes:</b>	<b>Practical classes:</b>	
<b>Teaching methods</b> Oral presentation method Illustrative and demonstrative method (work on a computer) Practical classes			
<b>Proficiency assessment (maximum number of points 100)</b>			
<b>Pre-examination obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
activity during the lecture		Written exam	
Practical classes		oral exam	
colloquium		.....	
Seminars			