

Level: bachelor
Course title: Religious tourism
Status: elective for module of Tourism
ECTS: 5
Requirements: None
<p>Learning objectives: Teaching students about a specific tourist movement which, globally and in our country, presents one of the most numerous tourist migration (on its own and as a part of cultural, city, nautical and other types of tourism). Analysis of the current situation in our country, in Europe and the world, and application of experience, knowledge and skills in order to improve tourist offer for our and foreign visitors. Proper planning and management of sustainable religious tourism through writing a visit protocol, ethical code, respect of institutional principles of a certain religious community, and also objective management and marketing strategies.</p>
<p>Learning outcomes: Understanding the basics of the following: geography of religion, history of religion, sociology and psychology of religion and believers, theology and its connection to religious tourism. All of the mentioned are necessary for professional studying and organisation of religious tourism on destinations. Students gain knowledge about management of religious travels (as a combination of secular and spiritual values and needs), theological principles and dogmas, geography of religion and spiritual value of biodiversity. Students will be trained to independently organise tourist travels whose aim is to visit holy places. There is a growing number of people who would like to visit some specific place on the Earth, such as holy places (as a part of their holidays or its sole purpose). Holy places are studied as semiotic media where different axes intersect: vertical and heavenly with horizontal, earthly, creating meta esthetical layers and deposits of multinationality and multiconfessions on a certain space (which is typical for Vojvodina).</p>
<p>Syllabus <i>Theoretical instruction:</i> Terminology from religious tourism: definition, subject, aim and tasks. Studying (specialized terminology in English, German and Greek). Geographic aspects of studying about religions (world layout of religions, statistical data, tendencies concerning development, and spreading of new faiths). Geography of religion and religious geography (religious centre, spiritual value of geo-diversity). Historical, socio-psychological aspects of studying of religion (historiography of Biblical and other pilgrimages, attitudes of religious teachers and contemporary scientists). Appearance and development of modern religious tourism (the role of Roman-catholic church and the Vatican). Significant religious and holy places in Serbia (Vojvodina), Europe and the world. Types and subtypes of religious tourism. Typology of religious tourists and pilgrims. Analysis of tourist attractiveness, their estimation (in accordance with modified methods). Sustainable development of religious tourism (connections between religious and eco-tourism-theological-tourismological discussion). Connections of religious and village, ethno tourism (based on production of souvenirs and handcrafts). Connections between religious and business tourism (conferences, conventions, manifestations, happenings, etc.). Management of tourist potential of sacral and holy objects (churches, chapels, monasteries, anchorite's cells, cemeteries). Role of academic network, DMO/DMC, agencies, caterers, associations, unions, alliances in promotion and management of these destinations (stakeholders in connecting private, public and church sector). Characteristics of religious tourist offer and distribution channel (becomes cyber or e-pilgrimage). Economical effects of religious tourism (turnover, income, multipliers etc.).</p> <p><i>Practical instruction:</i></p>

Lectures given by guest speakers: church authorities, priests, spiritual teachers, theologians, sociologists, professional travel organisers.

Weekly teaching load 4 (60)				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: -	Student research: -	-