

<b>Level:</b> bachelor				
<b>Course title:</b> Cultural Tourism				
<b>Status:</b> elective				
<b>ECTS:</b> 5				
<b>Requirements:</b> none				
<b>Learning objectives</b> Students gain general knowledge related to cultural tourism, including different forms of cultural tourism, marketing in cultural tourism and sustainable development of cultural tourism.				
<b>Learning outcomes</b> Students will be able to contribute to the development of cultural tourism on a destination, establish cooperation between the cultural and tourist sector, create web presentations of destinations, which will contain links to cultural institutions at those destination, make printed promotional material, which will be affirmative about anthropogenic values of a destination and take part in functioning of cultural institutions, and observe specific needs of tourists who visit cultural institutions.				
<b>Syllabus</b> <i>Theoretical instruction</i> Defining the notion of cultural tourism; Classification of cultural properties; Typology of cultural tourists; Types of cultural tourism; Role of international organizations in cultural tourism (UNESCO, ICOM, ICCROM, ICOMOS); Development of cultural tourism in Europe, European capitals of culture; Marketing in cultural tourism; sustainable development of cultural tourism; Significance of cultural-tourist initiative for development of cultural tourism; Planning events.  <i>Practical instruction</i> Preparation for writing a seminar paper based on analysis of the stated problem through typical examples in the word and in our country.				
<b>Weekly teaching load</b>				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /	/