

<b>Study programme:</b> BAS Tourism			
<b>Course title:</b> Cultural Tourism (T363)			
<b>Teacher:</b> <a href="#">dr Tatjana D. Pivac</a>			
<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 part</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 part</i> Preparation for writing a seminar paper based on analysis of the stated problem through typical examples in the word and in our country. The research will be carried out with the help of multicriteria analysis with which treats current problems (ranking motive of the visit, the ranking kind of cultural property in the region, etc.).			
<b>Literature:</b> <ol style="list-style-type: none"> <li>1. Hadžić, O. 2005. Kulturni turizam, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad</li> <li>2. Smith, M. &amp; Robinson, M. 2006. Cultural tourism in a changing world, Clevedon, Channel view publications</li> <li>3. Richards, G. 2006. Cultural Tourism: Global And Local Perspectives, New York: Routledge</li> <li>4. Mckercher, B. &amp; du Cros, H. 2002. Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Haworth Hospitality Press</li> <li>5. Pivac, T. 2007. Urbani centri u kulturnom turizmu Bačke, Beograd, Zadužbina Andrejević, Beograd</li> </ol>			
<b>Weekly teaching load</b>	<b>4 (60)</b>	<b>Lectures</b>	<b>2</b>
		<b>Exercises</b>	<b>2</b>
<b>Methods of Teaching:</b> Lectures, Illustration and Demonstration, Practical skills			
<b>Grading method (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	<b>points</b>	<b>Final examination</b>	<b>points</b>
Activities during lectures	<b>0-5</b>	Written examination	
Practical skills	<b>0-5</b>	Oral examination	<b>30-45</b>
Colloquia	<b>20-40</b>	.....	
Seminar paper	<b>0-5</b>		