

<b>Study programme: Master in Management of cultural tourism and cultural heritage</b>
<b>Course title:</b> Master thesis (MKT100)
<b>Professor – mentors on Master thesis (MKT100):</b> dr Tatjana Pivac, dr Miroslav Vujičić, dr Đorđije Vasiljević, dr Igor Stamenković, dr Sanja Božić, dr Tamara Jovanović, dr Aleksandra Dragin, dr Ivana Blešić, dr Uglješa Stankov, dr Kristina Košić, dr Snežana Besermenji, dr Jasna Atanasković.
<b>ECTS : 20</b>
<b>Prerequisites:</b> Passed all exams required and foreseen by the given study programme
<b>Goals of Graduation Thesis:</b> Research, analysis and presentation of results related to cultural tourism. Applying appropriate methodology and writing style in line with the topic of the graduation thesis.
<b>Expected outcomes:</b> The outcome is production of the original scientific work whose results should contribute to further and more detailed research of the given scientific discipline. It is expected that graduated master students are able to work in all sectors connected to cultural tourism industry.
<b>General contents:</b> Graduation thesis – master thesis represents a student’s research work where he/she gets to know the methodology of research in tourism. After doing the research, students prepare the final master thesis, which contains the following chapters: Introduction, Theoretical part, Experimental part, Results and discussion, Conclusion, Literature overview. Master thesis can include the following areas/fields: cultural tourism and cultural heritage, economic indicators in cultural tourism, cultural tourism management, application of ICT in cultural tourism, marketing and branding in cultural tourism and cultural events, event management in cultural tourism, development of cultural product, intercultural communication as well as projecting management in cultural tourism.
<b>Methods:</b> a) Time frame for the completion of the project is defined in advance, but can be extended under some circumstances and followed by appropriate elaboration (by the defined procedure). b) With the approval of the advisor, the candidate can fill in the application form for the topic of the thesis and submit it to the Board of the Department right after signing the activity plan. c) The progress on the project has to be officially conducted by the mentor. The mentor gives critical note of the process, concerns reasons for potential delay and provides advice. d) The mentor is available to the candidate for all the other discussions and advice. e) The mentor is obliged to read the final project and the written thesis at least once and, based on this, to provide the candidate with opinion about it. f) The candidate is fully responsible for the final project and the graduation thesis. Obligatory oral defence of the graduation thesis – master thesis before the officially approved Evaluation Board.
<b>Knowledge score (maximum 100 points)</b>
Student can achieve maximum of 100 points on basis of his written form of thesis and on basis of the oral presentation