

<b>Study programme:</b> MAS Management of Cultural Tourism and Cultural Heritage			
<b>Course title:</b> Information Technologies and Systems in Cultural Tourism (MKT102)			
<b>Lecturer (Name, Middle name, Surname):</b> Uglješa V. Stankov; Đordije A. Vasiljević			
<b>Status:</b> elective			
<b>ECTS:</b> 5			
<b>Requirements:</b> None			
<b>Learning objectives:</b> Teaching students about the use of most significant and contemporary information-communication technologies in cultural tourism and heritage. special attention will be put on technologies, systems and applications for designing, planning, administration, transactions, promotion, evaluation and management in cultural tourism.			
<b>Learning outcomes:</b> Upon completion of the course the students will be able to: use, plan, design, the most important information and communication technologies and systems used in modern cultural tourism			
<b>Syllabus</b> <i>Theoretical instruction:</i> Defining information and communication technologies and systems (ICT). Review of the development of ICT in cultural tourism. ICT for design, planning, administration and evaluation in cultural tourism. Technologies for the digitization of cultural assets. Marketing of cultural tourism 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-related content, Big Data, open data structure and open data, new video recording technologies). <i>Practical instruction</i> Training and use of contemporary softwares for administrative tasks, operations and transactions in cultural tourism, specialized and expert work through practical computer work. Preparation of seminar papers.			
<b>Literature</b> <ol style="list-style-type: none"><li>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.</li><li>2. Benckendorff, P., Sheldon, P., Fesenmaier, D. (2014): Tourism Information Technology. CABI, Oxfordshire.</li><li>3. Stankov, U. (2012): Veb marketing u turizmu Vojvodine. Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad.</li><li>4. Kicošev, S., Čatović, A., Stankov, U. (2011): Informacione tehnologije u turizmu i ugostiteljstvu. PrintCom, Tuzla.</li></ol>			
<b>Weekly teaching load</b> <b>4 (60)</b>	<b>Lectures 2 (30)</b>	<b>Exercises 2 (30)</b>	
<b>Methods of Teaching:</b> a) method of oral presentation; b) visual presentation method; c) method of discussion; d) Textual method e) Illustrative-demonstration methods (Searching the Internet and standard library documentation, by defined topics).			
<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>15-30</b>	.....	
Seminar paper	<b>0-15</b>		