

Study program: MAS Management in Tourism			
Name of the subject: Management in Cultural Heritage and Cultural Tourism			
Teacher (s): Tatjana Pivac, Snežana Besermenji, Marija Bojić			
Status of the subject: mandatory (module: Management in Cultural Tourism and Cultural Heritage)			
Number of ECTS: 6			
Condition: no			
Course objective: The aim of the course is to provide students with knowledge about the preservation and protection of cultural heritage, to highlight the importance and presence of cultural heritage in EU strategies and the impact it has on the development of cultural tourism. The course deals with the current situation regarding the issue of cultural heritage, illustrated with numerous positive and negative examples, risks and opportunities for successful revitalization.			
Course outcomes: -Knowledge of global cultural tourism trends and concepts and examples of good practice -Knowledge of the current state of the tangible and intangible heritage of the Western Balkans -Knowledge of the principles of conservation and revitalization of cultural heritage -Knowledge of the principles of sustainable cultural heritage management and promotion			
Course content: <i>Theoretical lectures</i> Introduction to the basic concepts of cultural heritage, methods of their preservation, restoration, revitalization, interpretation of cultural heritage in tourism. Cultural heritage as a driver of local development. Digitalization of cultural heritage. Introduction to EU strategies related to cultural heritage and cultural tourism. Management of cultural assets under UNESCO protection. Contemporary trends in cultural tourism. Experience in cultural tourism. <i>Practical lectures</i> The exercises are designed through practical work, so that students, through visits to cultural events and organizers, become familiar with their basic characteristics and features. Through seminar papers and the creation of promotional tourist video content (which can be used to promote events), students should critically express their opinion about them (based on personal experience and a survey).			
Recommendation literature: 1. Pivac, T., Vujičić, M., Besermenji, S., Vukojević D., Cimbalević M., Marić, A. (2022): Management of cultural heritage and cultural tourism, authorized script, Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, ISBN 978-86-7031-596-9			
Number of active classes: 4	Theory: 2	Practice: 2	
Methods of delivering lectures a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods			
Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations	points	Final exam	
Class participation	0-5	Written exam	/
activities during exercises / practical classes	0-5	Oral exam	35-70
seminar papers	0-20		