

Study program: MAS Management in Tourism			
Name of subject: Information technologies and systems in cultural tourism			
Teacher: Uglješa Stankov, Đordije Vasiljević			
Course status: elective (Module: Management of cultural tourism and cultural Heritage)			
ECTS number: 6			
Condition: none			
Course objectives:			
<p>The course aims to provide students with comprehensive knowledge about modern information technologies (IT) and their application in cultural tourism. Special emphasis is placed on the impact of artificial intelligence, virtual and augmented reality, gaze tracking technology, mobile applications, geographic information systems, digital archive systems, interactive multimedia kiosks, Internet of Things and other solutions. This knowledge allows students to understand the theoretical foundations and practical application of IT in cultural tourism; analyze the impact of modern technologies on the development of the tourism industry; apply IT solutions in projects to improve the user experience.</p>			
Course outcome:			
<p>Upon completion of the course, the students are able to: define the basic concepts of IT in cultural tourism; analyse the impact of modern technologies on the tourist offer; and apply digital solutions (geographic information systems, mobile applications, digital archives) in practical cultural tourism projects.</p>			
Course content:			
<i>Theoretical classes</i>			
<p>Introduction to ICT in cultural tourism. The impact of Artificial Intelligence on ICT in cultural tourism. Virtual Reality and Augmented Reality. Eye-tracking technology. Mobile apps for an improved visitor experience. Location-based systems and services. Digital archive systems and databases of cultural heritage - on a global scale, in Europe and in Serbia. Interactive multimedia kiosks and digital exhibitions. Internet of Things and Sensor Technologies in cultural tourism. E-mapping and online booking systems. Latest trends and future perspectives in ICT for cultural tourism.</p>			
<i>Practical classes</i>			
<p>Training and use of current software for administrative tasks, operations and transactions in cultural tourism, specialized and expert jobs through practical work on a computer. The use of virtual reality in practice. Preparation of seminar papers.</p>			
Recommended literature			
Primary literature:			
<ol style="list-style-type: none"> Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2022). Handbook of e-Tourism. Springer, Cham. Neuts, B., Martins, J., & Ioannides, M. (2025). Advances in Cultural Tourism Research: Proceedings of the International Conference on Cultural Tourism Advances, June 2023, Belgium (p. 230). Springer Nature. 			
Additional literature:			
<ol style="list-style-type: none"> Vujičić, M. D., Stankov, U., Kovačić, S., Vasiljević, Đ. A., Pivac, T., Čarkadžić, J., Mujkić, D. & Cimaljević, M. (2020). Digital Skills and Behaviours of Youth That Are Relevant for Digital Culture: A Two-Country Self-Evaluation Perspective. In Examining the Roles of Teachers and Students in Mastering New Technologies (pp. 128-149). IGI Global. New York 			
Number of hours of active teaching	Theoretical classes: 2		Practical classes: 1
3			
Teaching methods			
Oral presentation method			
Illustrative and demonstrative method (work on a computer)			
Practical classes			
Proficiency assessment (maximum number of points 100)			
Pre-examination obligations	Points	Final exam	Points
activity during the lecture	5	Written exam	30-45
Practical classes	5	oral exam	-
colloquium	40	

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Seminars	5		