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| **UNIVERSITY "DŽEMAL BIJEDIĆ" IN MOSTAR****STUDY OF TOURISM** |
| **Course title:** | **Cultural Tourism** | **Course code: ST319** |
| **Level of cycle, year of study, semester** | academic undergraduate studies | year: III/ semester: 6. |
| **Course leader:** | Dajana Vukojević, Assistent professor |
| **Contact details:** |   |
| **Total hours of course:** | Hours of lectures per week: 2 | Hours of practice per week: 2 | Total hours: 60 |
| **ECTS credit score:** | 5 ECTS |
| **Home qualification:** | Bachelor Management in tourism |
| **Course status:** | Elective |
| **Prerequisites for placing an object:** | There are no |
| **Access restrictions to the subject:** | Only for students Studying Tourism |
| **Explanation of the score:** | The number of ECTS points corresponds to the number of hours required for the realization of teaching obligations and the preparation of the exam. |
| **Objective:** | The objective of the course is to introduce students to the development of cultural tourism and to enable them to acquire the knowledge and practical skills needed in the design, development and promotion of cultural tourism. |
| **Description of general and specific competences (knowledge and skills) / learning outcomes:** | - define the term cultural tourism, a cultural tourist- to distinguish forms of cultural tourism- analyze the attraction basis as the preconditions for the development of cultural tourism and the characteristics of the supply and demand of cultural tourism- describe the role of the state in the development of cultural tourism- analyze the possibilities of developing cultural tourism |
| **Indicative course content:** | * The notion of culture and cultural heritage
* Management of cultural resources in tourism
* Cultural tourists: requirements of tourist demand, identification of cultural and tourist potentials
* Concept, content, identity and development of cultural and tourist destination
* Selective forms and forms of cultural tourism
* Presentation and interpretation of heritage in cultural tourism
* The concept of sustainability in tourism - the protection of heritage in cultural tourism
* Competitiveness of cultural tourism
* Promotion of cultural and tourist products
* The role of the state in the development of tourism tourism
* Cultural tourism in BiH
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| **Forms of teaching / learning methods:** | Lectures, Exercises, Discussion, Case study |
| **Other obligations of the student (if they are foreseen):** |  |
| **Knowledge check / exam way and% weight factor:** | 1. Attandance (5%)2. Presentation (20%)3. Case Studies (35%)4. Test (final) (40%) |
| **List of basic literature and****Internet web references:** | 1. Robinson, M., Picard, D. (2006): Tourism, Culture and Sustainable Development, UNESCO Digital Library.
2. Smith, M. Richards, G. (2017): The Routledge Handbook of Cultural Tourism, Routledge, London.
3. Bob McKercher, Hilary du Cros (2012): Cultural Tourism the Partnership Between Tourism and Cultural Heretage Management. Routledge Taylor & Francis Group. New York and London.
4. Tourism and Culture Synergies, UNWTO, 2018.
5. Cultural Tourism (2013): Razaq Raj, Kevin Griffin, Nigel Morpeth (ed.) MPG Books Group, UK.
6. Hadžić, O., Nedeljković-Knežević, M., Pivac, T. (2018): Menadžement održivog razvoja kulturnog turizma-stejkholderski pristup, Univerzitet u Novo Sadu, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad.
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| **Monitoring the quality and effectiveness of the course realization:** |  Anonymous survey among students on the success of the course. |