

Study program : Gastronomy Management			
Type and level of studies: Undergraduate academic studies, 1 st level			
Course unit: Cultural heritage in tourism			
Teacher in charge: Danijela V. Pantović, Marija Lakićević			
Language of instruction: English			
ECTS: 7			
Prerequisites: No special prerequisites			
Semester: WS			
Course unit objective			
The course is an introduction to the topics and methods of heritage studies in the context of tourism as an interdisciplinary field of study. The course introduces students to what cultural heritage is, who manages and controls it. The course is designed with the aim of students mastering the most important theoretical and practical aspects of cultural heritage tourism as a specific form of tourism. Through the content of the course and the envisaged forms of work, the emphasis is placed on familiarizing students with the basic concepts of tourism of special interests, tangible and intangible cultural heritage, the preservation of culture and tradition from the aspect of its impact on the tourism industry, and through examples of gastronomic management.			
Learning outcomes of Course unit			
Acquiring knowledge and skills in the field of tourism of special interest through the application of cultural heritage tourism. Key outcomes that can be specified are: understand the role of cultural heritage tourism; identify categories and instruments of heritage recognition and heritage as a practice and process; demonstrate the relationship between heritage and contemporary and global challenges through the themes, topics and questions in the course; get students to think about the role of historical and social context in contemporary problems related to cultural heritage and describe how they are approached and valorized from a tourism perspective; gain experience in academic writing, qualitative analysis and presentation skills, etc.			
Course unit contents			
1. General determinants of special interest tourism; 2. Development path of cultural tourism; 3. Typology and definition of cultural tourism; 4. Tangible cultural heritage; 5. Intangible cultural heritage; 6. Rural tourism and creative cultural industry; 7. Spa and wellness culture; 8. Economic value of cultural tourism; 9. International European organizations in the field of cultural tourism; 10. Cultural tourism routes; 11. Cultural tourism in Europe, 12. Competitiveness and convergence of natural and cultural resources in tourism.			
Literature			
1) Pantović, D. (2022). <i>Cultural tourism and its economic valorization</i> , Faculty of Hotel Management and Tourism in Vrnjačka Banja, Vrnjačka Banja [In Serbian: Пантовић, Д. (2022). Културни туризам и његова економска валоризација, Факултет за хотелијерство и туризам у Врњачкој Бањи, Врњачка Бања.]			
2) Kittler, P.G., Sucher, K.P. (2008). <i>Food and Culture</i> . Fifth edition. USA: Thomson Wadsworth.			
3) Civitello, L. (2008). <i>Cuisine and Culture</i> , A history of Food and People. Second edition. NewJersey: John and Wiley y & Sons,Inc.			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes:	
Teaching methods			
Traditional lecturing, seminars, individual and team activities, interactive methods in order to promote the active participation of students through discussion, case study			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures		oral examination	
practical classes/tests	40	written examination	30
Seminars/homework	30		
Project			
Other			
Grading system			
Grade	No. of points	Description	

10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing

(Table 5.2) Course unit description