

(Table 5.2) Course unit description

Study program : Hotel Management and Tourism				
Type and level of studies: Undergraduate academic studies, 1 st level				
Course unit: Cultural Tourism				
Teacher in charge: Danijela V. Pantović				
Language of instruction: English				
ECTS: 7				
Prerequisites: No special prerequisites				
Semester: I				
Course unit objective				
To enable students to acquire theoretical and practical knowledge about cultural tourism, which are necessary for successful tourist product, business development and expansion of cultural spirit and tourism economy. In particular, to familiarize students with contemporary trends in the development of key tourism cultural products related to contemporary trends in the EU countries and Serbia.				
Learning outcomes of Course unit				
After the realization of the content of the course, it is expected that students will be able to identify the needs of cultural tourism development and to animate economic entities and social groups for independent creation of original strategies for cultural products.				
Course unit contents				
An introduction to cultural tourism development, History of cultural tourism, Defining cultural tourism, Conceptualising cultural tourism, Cultural resources, Demand and supply of cultural tourism, Tangible heritage, Intangible heritage, Rural tourism and culture, Tourism aspects of cultural route, Cultural tourism in Europe, Economic value of cultural tourism.				
Literature				
<ul style="list-style-type: none"> • Ivanovic, M. (2008). <i>Cultural tourism</i>. Juta and Company Ltd. • Greg Richards (1996, ed.) <i>Cultural Tourism in Europe</i>. CABI, Wallingford 				
Number of active teaching hours				Other classes
Lectures: 3	Practice: 2	Other forms of classes:	Independent work:	
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 or written examination	50	
practical classes/tests	20			
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		