

## **CURRICULUM: CULTURAL TOURISM**, undergraduate study programme

### **YEAR 1**

| No.                       | COURSE UNIT                       | ECTS      |
|---------------------------|-----------------------------------|-----------|
| <b>MANDATORY SUBJECTS</b> |                                   |           |
| 1                         | Tourism paradigms                 | 6         |
| 2                         | Culture and Cultural Tourism      | 6         |
| 3                         | Introduction to methodology       | 6         |
| 4                         | English in Tourism I              | 6         |
| 5                         | Tourism Economics                 | 6         |
| 6                         | Tourism Geography                 | 6         |
| 7                         | Communication in tourism          | 6         |
| <b>ELECTIVE SUBJECTS</b>  |                                   |           |
| 8                         | Elective subject 1                | 6         |
| 9                         | Elective subject 2                | 6         |
| 10                        | 2nd Foreign Language in Tourism I | 6         |
| <b>TOTAL</b>              |                                   | <b>60</b> |

| <b>ELECTIVE SUBJECTS</b> |   |   |
|--------------------------|---|---|
|                          | Human Resources in Tourism                  | 6 |
|                          | Information systems in tourism              | 6 |
|                          | Authenticity in tourism                     | 6 |
|                          | 2nd Foreign Language in Tourism I - German  | 6 |
|                          | 2nd Foreign Language in Tourism I - Italian | 6 |
|                          | External elective subject                   | 6 |

### **YEAR 2**

| No.                       | COURSE UNIT                        | ECTS      |
|---------------------------|------------------------------------|-----------|
| <b>MANDATORY SUBJECTS</b> |                                    |           |
| 1                         | Tourism Enterprises                | 6         |
| 2                         | Marketing for cultural tourism     | 6         |
| 3                         | Heritage and Tourism               | 6         |
| 4                         | Art and Tourism                    | 6         |
| 5                         | Urban and Rural Tourism            | 6         |
| 6                         | Management                         | 6         |
| 7                         | Research in tourism                | 6         |
| 8                         | Interpretation in cultural tourism | 6         |
| <b>ELECTIVE SUBJECTS</b>  |                                    |           |
| 9                         | Elective subject 3                 | 6         |
| 10                        | Elective subject 4                 |           |
| <b>TOTAL</b>              |                                    | <b>60</b> |

| <b>ELECTIVE SUBJECTS</b> |  |   |
|--------------------------|--|---|
|                          | Entrepreneurship                             | 6 |
|                          | Festival Tourism                             | 6 |
|                          | Special Interest Tourism                     | 6 |
|                          | English for Tourism II                       | 6 |
|                          | 2nd Foreign Language in Tourism II – German  | 6 |
|                          | 2nd Foreign Language in Tourism II – Italian | 6 |
|                          | Creative Design Thinking                     | 6 |
|                          | External elective subject                    | 6 |

**YEAR 3**

| No. | COURSE                    | ECTS      |
|-----|---------------------------|-----------|
|     | <b>MANDATORY SUBJECTS</b> |           |
| 1   | Event Management          | 6         |
| 2   | Visitor attractions       | 6         |
| 3   | Business Finances         | 6         |
| 4   | Tour guiding              | 6         |
| 5   | Gastronomy Tourism        | 6         |
| 6   | Anthropology of Tourism   | 6         |
| 7   | Professional training     | 6         |
|     | <b>ELECTIVE SUBJECTS</b>  |           |
| 8   | Elective subject 5        | 6         |
| 9   | Elective subject 6        | 6         |
| 10  | Diploma paper seminar     | 6         |
|     | <b>TOTAL</b>              | <b>60</b> |

| <b>ELECTIVE SUBJECTS</b> |                                     |   |
|--------------------------|-------------------------------------|---|
|                          | Museums, galleries and collecting   | 6 |
|                          | Safeguarded Nature Areas and Parks  | 6 |
|                          | Marketing communications in tourism | 6 |
|                          | Project management                  | 6 |
|                          | Consumer behaviour in tourism       | 6 |
|                          | External elective subject           | 6 |