

CULTURALTOURISM (undergraduate university study programme)

Graduates of the first level university study Cultural tourism will be experts with theoretical and practical knowledge for managing tourism and cultural organizations, managing demanding organizational and business processes from the fields of cultural tourism, methodology and research knowledge, that can be used to independently carry out scientific or research and developmental professional project researches and are capable of managing and carrying out professional tasks that go under tourism and cultural service in Slovenia and abroad. The graduates will know how to connect tourism services with the dimension of heritage and contemporary creativity on the regional, national as well as international level and with that contribute towards protection, promotion and development of local specialities as a base of contemporary tourism offer. They will be capable of taking over the tasks in researching, analysing, planning, shaping, developing processes in tourism business in connection with culture on the level of economic as well as public and non-governmental and cultural organizations.

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1. General information about study programme

Name of programme: **Cultural tourism**

Level of study programme: **1**

Type of study programme: **university**

Duration (in years and ECTS): **3 years (six semesters), 180 ECTS**

Professional title: **diplomirani/organizator/ka kulturnega turizma (UN),
abbreviation: dipl. org. kul. tur. (UN)**

Definition of study programme under KLASIUS-P: **8120 (personal services; travel, tourism, leisure time)**

Definition of study areas under the ISCED classification: **81 – personal services**

Academic disciplines under the Frascati classification: **other**

2. Programme objectives

The objectives of the programme are the following:

- Forward interdisciplinary knowledge needed for understanding the tourism sector and the dynamics of tourism economy,
- Forward base knowledge and skills from the field of tourism, management and economics, needed for independent shaping of tourism products and their international marketing with the stress put on specific marketing of cultural topics,
- Forward knowledge about culture and intercultural relations needed for their understanding, analysis and critical assessment and for a responsible and professional attitude towards different culture as well as self-critical attitude towards our own culture,
- Develop an understanding of the influence of contemporary tourism on culture and cultural diversity by joining professional and scientific contents for the need of developing and using culture in tourism,
- Develop skills of graduates for independent work, critical and analytical, creative and innovative approaches to problem solving in the field of tourism and culture valorisation for tourism purposes and the use of theoretical knowledge in practice,
- Forward theoretically supported language knowledge and communicational skills for successful communication in an intercultural environment,
- Forward basic sociology and humanities knowledge needed for understanding, recognizing, analysing and critically assessing the socio-cultural, environmental and socio-economic characteristics of tourism destinations.

3. Competencies of graduates

For reaching the goals of the study programme, the students will develop the following general and subject-specific competencies:

3.1. General competencies

- The ability to analyse, evaluate and interpret culture in tourism,
- Recognize the potential for developing individual types of tourism on the company level and different destination levels,
- The capability of independent shaping of tourism products and event organization
- Research method, processes and procedures, the ability of independent research work on the field of profession,
- The development of critical and self-critical judgement,
- The ability and motivation for independent search of professional knowledge and its integration with the existing knowledge,
- Development of communicational skills and competencies, especially communication in the international and intercultural environment,
- The ability of ethical reflection and commitment to professional ethics,
- Cooperation, ability to work in groups also in an international and intercultural environment,
- The ability of solving actual problems in the working environment.

3.2. Subject-specific competencies

- Knowledge from the key economic and managerial content from the field of tourism and topics from the field of tourism and culture,
- Knowledge from key and detailed topics from the field of the culture of Slovene, European and global area,
- Managing of theoretical problems of tourism sector and their solutions,
- Knowledge of basic concepts of culture and its contemporary usage and applications in the field of tourism,

- Knowledge and abilities of recognizing intercultural differences in tourism contexts and the ability to choose appropriate adaptation strategies,
- Knowledge and abilities of using intercultural communication in tourism,
- Ability of valorisation and the use of cultural heritage in tourism,
- Independent work with the use of research and interpretative methods from the field of tourism,
- Independent work with the use of managerial tools on the field of valorisation, designing and marketing of tourism services with cultural contents,
- qualifications for further independent and team research study and independent deepening of different applicative questions from tourism and culture,
- understanding of the tourism system operation in actual global society situations and the ability to analyse, synthesize and predict solutions and consequences of phenomena in the field of tourism,
- the ability of independent research environment for the need of effective and sustainable valorisation of culture and with it connected products,
- recognition and understanding of the justification of tourism, humanities, sociological and business fields in the time (historical) as well as actual social situation,
- the ability for applicability of theoretical findings on the field of tourism into concrete environment as well as the ability of connecting the knowledge of different fields and its use in the home and international business environment,
- managing of communication process with the help of contemporary technology and with the use of appropriate communicational techniques among several factors in a situation of co-dependence for ensuring quality tourism services in local and international environment,
- Understanding of general structure and interpretation of ground tourism disciplines and connection among its sub disciplines,
- team cooperation in finding solutions for complex problems from the field of tourism.

4. International comparison of the study programme

In the analysis of international comparability of the study programme Tourism 3 undergraduate study programmes of acknowledged universities from different European countries have been included.

No.	Institution	Name of programme	Country
1.	Università degli studi di Ferrara	Operatore del turismo culturale	Italy, Ferrara
2.	Instituto Politécnico de Tomar	Cultural Tourism Management	Portugal, Tomar
3.	Sveučilište u Zadru	Kultura i turizam	Croatia, Zadar

5. Curriculum

6. Conditions for enrolment in the programme

The programme of Cultural Tourism can enrol those who:

- a) have passed the Matura examination
- b) have passed the Vocational matura examination and Sociology/History/Geography exam as an elective Matura subject or any other exam in case the exam was already passed in the range of Vocational matura exam
- c) have passed the final examination (before 1.6.1995) after any four-year long high school programme

Selection criteria in the case of limited enrolment:

- a) candidates from section a): general success rate at the Matura examination (70%) and general success rate in the third and fourth year of high school education (30%)
- b) candidates from section b): general success rate at the Vocational matura examination (40%), success at an elective Matura subject and general success rate in the third and fourth year of high school education (30%)
- c) candidates from section c): general success rate at the final exam (70%) and general success rate in the third and fourth year of high school education (30%)

7. Recognising knowledge acquired outside the study programme

At Cultural Tourism the knowledge and skills obtained before the enrolment are also taken into account. By that, we mean different forms of formal education for acquiring education or programmes for training and informal education. The knowledge must be compatible with general and specific competencies enlisted in the study programme. Knowledge can be recognized as a part of study obligation.

At the university study programme of the first level Cultural tourism also the knowledge and skill obtained before applying can be recognized:
In different forms of formal education for gaining a degree or Training programmes and Informal education

For recognising these abilities, competencies and knowledge students must show different certificates showing the content and duration of students' work in order to be evaluated according to the ETCS system.

Regulations of knowledge and skills recognition gained before applying to the study programme are recognized also when recognizing knowledge and skills gained during the study programme.

8. Conditions for progression through the programme

Obligations for students at individual subjects are defined in the curriculum and measured in ETCS.

A student of a full-time study programme can progress to a higher level if they obtain 48 ETCS in a current year of study and pass all the obligations from the prior year of study.

Exceptionally a student can progress to a higher years of study also in case if they have obtained 42 ETCS of a current year of study and pass all the obligations from the prior year of study when were not passed under certain conditions, such as: motherhood, longer disease, exceptional family of social circumstances, special needs status, active participation at the university organs. For exceptional progression a student must hand in suitable documents (such as doctor's confirmation, confirmation by the Centre of social services, family certificate, a copy of motherhood booklet, etc.).

The Commission for Study Affairs UP FTŠ Turistica decides about the progression described in the previous paragraph.

A student can do the same year of study once again if they have obtained 30 ETCS of a current year. And also in case a student does not obtain the certain number of ECTS but has justified reasons; decided by The Commission for Study Affairs UP FTŠ Turistica.

9. Conditions for transferring between programmes

A student can transfer between programmes under the conditions defined by the study programme (if they fulfil the obligations for enrolment to a starting year of a programme

and if there are available places) and in accordance with the Higher education law or The measurements for transferring among the study programmes accepted by the Council of the National agency of the Republic of Slovenia for higher education quality. Transferring among the programmes means concluding studying at one programme and starting with a different one. The other study programme is the programme into which a student has transferred.

Transfers are possible between programmes that:

1. enable acquirement of similar competence and
2. between which at least half of the study obligation can, according to the ETCS system, be recognised from the first study programme that are similar to the mandatory subjects at the other study programme.

According to the number of recognised obligations from the first study programme in the Republic of Slovenia or abroad a student can enrol into the same or higher year of study in the other study programme. At transferring there can be recognised:

1. comparable study obligations that a student passed at the first study programme
2. comparable knowledge obtained at the informal education.

Knowledge obtained prior to enrolment can be proven by appropriate certificates. The Senate of the UP FTŠ Turistica decides whether the obtained knowledge is appropriate.

In accordance with the Regulations for transfers between study programmes and internal articles at the University of Primorska a student can enrol into a higher year of study of the other study programme if we recognise the needed number and the appropriateness of credit points needed for enrolling into a higher year of the study programme.

In the case of enrolment restrictions the candidates are selected on the basis of criteria in from the case of enrolment restrictions for the enrolment into the first year of study.

10. Conditions for completion of the course

Students can successfully complete the course when they pass all the needed obligations.

A final written assignment a student prepares on the basis of research work in the range of a subject taken in the third year: Diploma seminar. The subjects includes contact hours with a mentor in the range of seminar work as well as individual work of a student when preparing the final written assignment. The diploma seminar is described in more detail in the appendix including the curriculum.

11. Parts, which can be completed singly

Management in cultural tourism (two mandatory, one elective), together 18 ECTS:

MANDATORY:

- Tourism Economics (6 ECTS)
- Management (6 ECTS)

ELECTIVE:

- Marketing for cultural tourism (6 ECTS)
- Entrepreneurship (6 ECTS)
- Event management (6 ECTS)
- Project management (6 ECTS)
- Business Finances (6 ECTS)

Cultural tourism attractions (two mandatory, one elective), together 18 ECTS:

MANDATORY:

- Culture and Cultural Tourism (6 ECTS)

- Heritage and Tourism (6 ECTS)

ELECTIVE:

- Art and Tourism (6 ECTS)

- Gastronomy Tourism (6 ECTS)

- Urban and Rural Tourism (6 ECTS)

- Safeguarded Nature Areas and Parks (6 ECTS)

- Authenticity in tourism (6 ECTS)

Interpretation in cultural tourism (two mandatory, one elective), together 18 ECTS:

MANDATORY:

- Interpretation in cultural tourism (6 ECTS)

- Tour guiding (6 ECTS)

ELECTIVE:

- Marketing communications in tourism (6 ECTS)

- Communication in tourism (6 ECTS)

- English in Tourism I (6 ECTS)

- 2nd Foreign Language in Tourism I - German (6 ECTS)

- 2nd Foreign Language in Tourism I - Italian (6 ECTS)

12. The study programme reflects the employment needs of

Students of undergraduate university program Cultural Tourism will cover the demand for managerial personnel on the field of economy where there are needs for employees able to effectively and in accordance with principles of sustainability exploit culture in the tourism offer. It is a profile of an expert in service business (accommodation or food management), companies dealing with travel organization, cultural and other festivals and events, institutes and non-profit organizations where the basic preoccupation is protecting and presenting culture and heritage and in micro and small (especially family) companies.

In the non-business sector the analyses show the need for planners and advisors for cultural tourism promotion, for cultural and art programmes, for marketing, for leading staff in promotional offices and similar institutions, for researchers and developers on local and regional developmental agencies, for coordinators and creators of programmes in local and regional tourism and destination organizations, for specialised museum tourism educators and animators, for officers, for guardians of private and public collections and museums, for tourism and museum guides, for cultural and tourism reporters.