

**CURRICULUM: CULTURAL TOURISM**, undergraduate study programme**YEAR 1**

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
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
	ELECTIVE SUBJECTS	
8	Elective subject 1	6
9	Elective subject 2	6
10	2nd Foreign Language in Tourism I	6
	<b>TOTAL</b>	<b>60</b>

ELECTIVE SUBJECTS		
	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
	MANDATORY SUBJECTS	
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
	ELECTIVE SUBJECTS	
9	Elective subject 3	6
10	Elective subject 4	
	TOTAL	60

ELECTIVE SUBJECTS		
	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
	MANDATORY SUBJECTS	
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
	ELECTIVE SUBJECTS	
8	Elective subject 5	6
9	Elective subject 6	6
10	Diploma paper seminar	6
	TOTAL	60

ELECTIVE SUBJECTS		
	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