

CURRICULUM: HERITAGE TOURISM

YEAR 1

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Tourism systems	6
2	Research methodology in tourism	6
3	Strategic management of tourism enterprises	6
4	History of tourism	6
5	Cultural heritage and its preservation	6
6	Natural heritage and conservation	6
7	Cultural monuments in Slovenia	6
	ELECTIVE SUBJECTS	
8-10	Internal elective (3 subjects) During the study period a student has to choose at least one foreign language subject from the » Language and Communication in Tourism « module as an internal elective subject.	18
	TOTAL	60

YEAR 2

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Project management	6
2	Heritage marketing in tourism	6
	ELECTIVE SUBJECTS	
3-5	Internal elective (3 subjects) During the study period a student has to choose at least one foreign language subject from the » Language and Communication in Tourism « module as an internal elective subject.	18
6,7	External elective (2 subjects): Students can choose external elective subjects among courses at the Faculty of Tourism Studies - Turistica and UP Faculty of Humanities, in the context of other UP courses or other programs in Slovenia and abroad (inside and outside the profession).	12
8	Master's thesis	18
	TOTAL	60

INTERNAL ELECTIVE SUBJECTS - module »Turizem«		
1	Economics of tourism	6
2	Spatial impacts of tourism	6
3	Sociology of mobile cultures	6
4	Valorisation of authenticity in tourism	6
5	Interpretation of tourism resources	6
6	Destination management	6
7	Cultural Event Management	6

INTERNAL ELECTIVE SUBJECTS - module »Heritage«		
1	Cultural heritage of the Mediterranean and Europe	6
2	Art heritage of the 20th century	6
3	History and ethnology of Istria	6
4	Intangible heritage	6
5	Culinary culture	6
6	Sustainable farming and landscape	6

INTERNAL ELECTIVE SUBJECTS - module »Language and Communication in Tourism«		
1	English in tourism	6
2	Italian in tourism	6
3	German in tourism	6
4	Tourism discourse	6
5	Communication science and tourism	6