

COURSE TITLE	Cultural Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 4)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	45 (30L + 0P + 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
To acquire the knowledge and practical skills necessary to design, develop, and promote cultural tourism in a specific tourist destination.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Define the relationship between culture (cultural identity) and tourism in general. LO2: Critically explain the concept of cultural tourism and analyse its aspects in a given tourism destination. LO3: Evaluate the role of tradition in shaping the cultural tourism offer by assessing the cultural resources of a specific destination. LO4: Identify and comment on the forms of cultural tourism in a given destination. LO5: Critically assess the role of the state and international organizations in the development of cultural tourism. LO6: Analyse and compare the development of cultural tourism in Croatia with that in selected international destinations.		
<i>Course content</i>		
Definition of culture and cultural heritage. Defining cultural-civilizational heritage. The interdependence between culture and tourism. Management of cultural resources in tourism. Cultural tourism: definition. Cultural tourists. Prerequisites for the development of cultural tourism. Aspects of cultural tourism: socio-cultural, economic, spatial. Characteristics of cultural tourism supply and demand. Cultural tourism in Croatia. Organization of cultural tourism development. Selective forms and types of cultural tourism. The role of international organizations in cultural tourism. The role of the state in cultural tourism. Contemporary trends in cultural tourism. Creating development strategies for cultural tourism in a specific tourism destination.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		