



Course description

COURSE DESCRIPTION		
Course instructor	Zrinka Zadel, Ph.D., Associate Professor	
Name of the course	Cultural Tourism	
Study programme	Graduate Study, Tourism Marketing	
Status of the course	Elective	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15 + 0 + 15)
1. Course objectives		
Studying of cultural tourism as one of the important alternative forms of contemporary market trends i.e. special interest tourism.		
2. Course enrolment requirements		
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3. Expected learning outcomes		
After passing the exam, the students will be able to explain and interpret the fundamental notions of cultural tourism properly. They will be able to explain, interpret and apply the knowledge regarding the management of cultural tourism resources and the development of quality tourist products. They will be able to perform and interpret research tasks in cultural tourism.		
4. Course content		
<ol style="list-style-type: none"> 1. Fundamental characteristics and forms of cultural tourism, 2. Development of a cultural and tourist product, 3. Sustainable development of cultural tourism, 4. Material and non-material heritage, 5. Management and economic approach to cultural heritage, 6. Marketing of cultural heritage, 7. Market of cultural tourism, 8. Management of cultural heritage, 9. Cultural and tourist policy, 10. The role of international organizations in cultural tourism, 11. Status of cultural tourism in the Republic of Croatia. 		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
6. Comments	-	
7. Student responsibilities		
Active participation in teaching, tracking of current literature, preparation of presentations on a given topic, analysis of tourism markets and attractions as well as the possibilities of developing a tourist product.		



<i>8. Monitoring of student work¹</i>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project	0,2	Continuous assessment	0,9	Report		Practical work	
Portfolio							
<i>9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
<i>10. Mandatory literature (at the time of submission of study programme proposal)</i>							
<p>1. Jelinčić, D. A. , Kultura u izlogu, Meandar, Zagreb, 2010.</p> <p>2. Jelinčić, D. A. , Abeceda kulturnog turizma, Meandar, Zagreb, 2008</p>							
<i>11. Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<p>1. Pančić-Kombol, T. , Selektivni turizam – Uvod u management prirodnih i kulturnih resursa, TMCP Sagena, Matulji, 2000.</p> <p>2. Strategija razvoja kulturnog turizma, Institut za turizam, Zagreb, 2004</p>							
<i>12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.