



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Associate Professor Marko Perić, PhD	
Name of the course	Management of Culture and Art Institutions	
Study programme	Business Economics in Tourism and Hospitality	
Status of the course	Elective	
Year of study	3rd year	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	ECTS student 's workload coefficient
	Number of hours (L+E+S)	Number of hours (L+E+S)
1. Course objectives		
<p>The aim of the course is to train students for the development and management of institutions of culture and art in terms of contemporary tourism development.</p> <p>After passing the exam, students will be able to:</p> <ul style="list-style-type: none"> – define culture and cultural institutions – analyse the relationship between institutions of culture and art and markets - in particular tourist market, along with the limitations and conditions of functioning – properly interpret the role of projects and project management in development of institutions of culture and art – create a system of experience or a product of culture, which has a value for the customers / consumers – analyze a variety of entrepreneurial initiatives in culture (and art), and make a decision on accepting the one that best meets the needs of defined goals of the institution and destination as a whole – independently design a project idea for new cultural content in the destination 		
2. Course enrolment requirements		
None		
3. Expected learning outcomes		
<p>General competencies:</p> <ul style="list-style-type: none"> – instrumental: analysis and synthesis, planning and organizing, problem solution; – interpersonal: team work, interpersonal skills; – system: practical implementation of knowledge, creating new ideas, start-up and entrepreneurial spirit. <p>Specific competencies:</p> <ul style="list-style-type: none"> – supporting knowledge and skills in specific terms of institutions of culture (and art): planning, cost management, resource management, risk management, leadership and motivation, decision making, elaboration of budget, interdisciplinary approach to the problem, – ability to use specific methodology for making business plans and management of cultural destinations with the help of a computer software. 		
4. Course content		
<p>Institutions of culture and art. Management and manager's profile in institutions of culture and art. Culture and tourism, institutions of culture and market, role of the state (partnership). Culture - identity, heritage, attraction or décor. Global and European context of culture, attractions and culture economics. Culture to excellence - European Capitals of Culture. Cultural itineraries and system of experiences (creating value for the customer / consumer). The role of emotional consumption in products of culture and art. The project approach to development of cultural institutions. Welfare mix as a management form used in institutions of culture and art. Strategies and models of quality management in institutions of culture and art. Examples of management in the field of institutions of culture and art and in the cultural destinations (music and concerts, television and radio, cinema, museums and galleries).</p>		



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 checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other	
6. Comments					
7. Student responsibilities					
Students are required to attend the lectures, write tests, pass exams, and make written project assignment.					
8. Monitoring of student work ¹					
Class attendance	1,2	Class participation		Seminar paper	Experimental work
Written exam	0,5	Oral exam		Essay	Research
Project	0,4	Continuous assessment	0,9	Report	Practical work
Portfolio					
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)					
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.					
10. Mandatory literature (at the time of submission of study programme proposal)					
Cetinski, V., Šugar V. i Perić, M., Menadžment institucija i destinacija kulture, FMTU, Opatija, 2012.					
11. Optional/additional literature (at the time of submission of the study programme proposal)					
1. Pavičić, J., Alfirević, N., Aleksić, Lj., Marketing i menadžment u kulturi i umjetnosti, Masmedia Zagreb, 2006. 2. Cetinski, V., Strateško upravljanje razvojem turizma i organizacijska dinamika, FTHM Opatija, Opatija 2005. 3. Guerini e associati, Management delle istituzioni dell' arte e della cultura, Bologna, 2002. 4. Caves, R.E., L'industria della creatività', Etas, 2001. 5. Cetinski, V. i Perić, M., Projektni menadžment, FTHM Opatija, Opatija 2006. + CD-ROM kao sastavni dio udžbenika 6. Jelinčić D.A., Abeceda kulturnog turizma, Meandarmedia Zagreb, 2008. 7. Santagata, W., Economia dell'Arte, Utet, Torino 1998. 8. VRH, Ministarstvo turizma, Strategija razvoja kulturnog turizma, Zagreb, 2003. 9. WTO, Tourism Congestion Management at Natural and Cultural Sites, January, 2005.					
12. Number of assigned reading copies in relation to the number of students currently attending the course					
Title				Number of copies	Number of students
Cetinski, V., Šugar V. i Perić, M., Menadžment institucija i destinacija kulture, FMTU, Opatija, 2012.					
13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences					
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.					

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.