

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Kultura in kulturni turizem
Course title:	Culture and Cultural Tourism

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Kulturni turizem, dodiplomski univerzitetni študijski program / Cultural Tourism, Bachelor's Degree	/	1	2

Vrsta predmeta / Course type Obvezni / Mandatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	10	/	20	120	6

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, angleški / Slovene, English
	Vaje / Tutorial:	Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

80% prisotnost: predavanja, seminarske vaje, terenske vaje

Prerequisites:

80% attendance: lectures, tutorial work, field work.

Vsebina:

Razmerja med kulturo in turizmom
Kultura v turizmu
Turizem v kulturi
Definicije kulture, kulturne dediščine in kulturnega turizma
Osnove kulturne teorije
Tradicije proučevanja kulture
Kultura v kontekstu trajnostnega turizma
Kulturni turizem
Zgodovina in dosedanja raziskovanja kulturnega turizma
Kulturni turizem in načela pravičnosti
Zvrsti kulturnega turizma
Motivi za kulturno-turistična potovanja
Dediščinske institucije in turizem
Kulturne institucije in turizem
Naravovarstvene institucije in turizem
Kulturni turizem in lokalne skupnosti
Dediščinsko – turistične destinacije
Tematske kulturne poti
Vloga mednarodnih organizacij v kulturnem turizmu (UNESCO, ICOM, ICCROM, ICOMOS, Europa Nostra, WTO)
Mednarodne konvencije
Analize kulturnega turizma v Evropi in svetu
Glavni projekti na področju kulturnega turizma v Evropi

Content (Syllabus outline):

Relationship between culture and tourism
Culture tourism
Tourism in culture
Definitions of culture, cultural heritage and cultural tourism
Basics of cultural theory
Tradition of culture studies
Culture in the context of sustainable tourism
Cultural tourism
History and current researches of cultural tourism
Cultural tourism and the principles of fairness
Types of cultural tourism
Motives for cultural-tourist travel
Heritage institutions and tourism
Cultural institutions and tourism
Nature-protection institutions and tourism
Cultural tourism and local communities
Heritage-tourist destination
Thematic cultural routes
The role of international organizations in cultural tourism (UNESCO, ICOM, ICCROM, ICOMOS, Europa Nostra, WTO)
International Conventions
Analysis of cultural tourism in Europe and worldwide
The main projects in the field of cultural tourism in Europe

Stanje in perspektive kulturnega turizma v Sloveniji
Priložnosti in trendi v kulturnem turizmu

Status and Perspectives of cultural tourism in
Slovenia
Opportunities and trends in cultural tourism

Temeljni literatura in viri / Readings:

Richards, G. (Ed.), (2005). Cultural Tourism: Global and Local Perspectives, Routledge, ATLAS
Richards, G. (Ed.), (2005). Cultural Tourism in Europe, ATLAS
Smith, M. in Richards, G. (Ed.), (2012). The Routledge Handbook of Cultural Tourism. London: Routledge.
Whyte, B., Hood, T., White, B. (Eds.), (2012). Cultural and Heritage Tourism: A Handbook for Community Champions. Canada.
Richards, G. (Ed.). (2001). Cultural Attractions and European Tourism, CABI Publishing.
Jelinčič, D. (2008), Abeceda kulturnog turizma, Intermedia, 26.
Smith, M. (2009). Issues in Cultural Tourism Studies. 2nd. Ed. London: Routledge.
Walle, A. H. (2010). The Equitable Cultural Tourism Handbook. Charlotte: Information Age Publishing.
Smith, M. in Robinson, M. (Ed.). (2009). Cultural Tourism in a Changing World. Politics, Participation and (Re)presentation. Clevedon: Channel View Publication.
Cole, S. (2008). Tourism, Culture and Development. Hopes, Dreams and Realities in East Indonesia. Clevedon: Channel View Publication.

Dodatna literatura / Additional literature

Smith, P. in Riley, A. (2008). Cultural Theory: An Introduction, 2nd. Ed. Oxford: Wiley.
Ryan, M. (2010). Cultural Studies. A Practical Introduction. Oxford: Wiley.
Bennett, A. (2005). Culture and Everyday Life. London: Sage.
WTO / UNESCO seminar on Tourism and Culture. (1999), Samarcande/Khiva, WTO.
Strategija razvoja in trženja kulturnega turizma 2009-2013. (2009), STO.

Cilji in kompetence:

Cilji:
Predmet se osredotoča na osnovne koncepte in razumevanja kulturnega turizma z vidika holističnega razumevanja kulture, ki študente seznanja s priložnostmi za inovativno in kreativno povezovanje in vključevanje kulturne dediščine, umetnosti in naravnih vrednot v turizmu. Študenti se skozi metodološka in teoretična izhodišča ter zvrsti kulturnega turizma seznanijo z osnovami kulturne teorije, definicijami in zvrsti kulturnega turizma, z delovanjem dediščinskih, umetniških in naravovarstvenih institucij v turizmu pri nas in v svetu. S spoznavanjem nevarnosti in priložnosti povezovanja in vključevanja kulture v turizmu in vključevanjem turizma na področje kulture, bodo študenti prepoznavali priložnosti za razvoj kulturnega turizma na globalni ravni. Z zgodovino kulturnega turizma, s stanjem pri nas in v svetu, s primeri dobrih in slabih praks, kot tudi s priložnostmi in trendi se bodo seznanjali zato, da bodo učinkoviteje povezovali dve kompleksni področji – turizma in kulture, pri načrtovanju inovativnih oblik kulturnega turizma.

Splošne kompetence:
Razumevanje osnovnih konceptov in znanstvenih izhodišč kulturnega turizma, ki študente usmerjajo k analiziranju, vrednotenju, interpretaciji in razvoju konkretnih primerov in področij v kulturnem turizmu.

Objectives and competences:

Objectives:
The course focuses on the basic concepts and understanding of cultural tourism from the perspective of a holistic understanding of culture. Students will learn about opportunities for innovative and creative linking and the integration of cultural heritage, art and natural assets in tourism. Students through the methodological and theoretical approaches and types of cultural tourism acquainted with the basics of cultural theory, definitions and types of cultural tourism, with the operation of heritage, art and nature protection institutions in tourism in our country and around the world. By learning about threats and opportunities of linking and the integration of culture in tourism and tourism integration in the field of culture, students will recognize the opportunities for the development of cultural tourism on the global level. With the history of cultural tourism, the present situation in the country and around the world, with examples of good and bad practices, opportunities and trends, students could more effectively connect two complex fields – culture and tourism, in designing of innovative forms of cultural tourism.

General competences:
• Understand the basic concepts and scientific background of cultural tourism, which direct students to the analysis, evaluation, interpretation and development of concrete examples and fields in cultural tourism.

<p>Sposobnost povezovanja teorije in prakse pri kreiranju razvoja in specifičnih novih storitev. Razvijanje odgovornega odnosa do vključevanja dediščine, umetnosti in naravnih vrednot v trajnostni in odgovorni kulturni turizem.</p> <p>Predmetnospecifične kompetence: Razumevanje razmerij med kulturo in turizmom. Seznanitev s temeljnimi definicijami kulture, kulturne dediščine in kulturnega turizma. Seznanitev z osnovami kulturne teorije in proučevanja kulture. Seznanitev z zgodovino kulturnega turizma zaradi celostnega razumevanja predmetnega področja. Razumevanje pomena aplikativnega raziskovanja kulture v turizmu. Razumevanje omejitev pri načrtovanju razvoja kulturnega turizma skozi primere dobrih in slabih praks pri nas in v svetu. Sposobnost inovativnega povezovanja in vključevanja dediščinskih in naravnih potencialov in vrednot v turizem. Sposobnost razvijanja specifičnih področij kulturnega turizma.</p>	<ul style="list-style-type: none"> • The ability to link theory and practice in the creation of development and specific new services. • Developing a responsible attitude towards the integration of heritage, art and natural values in a sustainable and responsible cultural tourism. <p>Specific competences:</p> <ul style="list-style-type: none"> • Understanding of the relationship between culture and tourism. • Introduction to the basic definitions of culture, cultural heritage and cultural tourism. • Introduction to the basics of cultural theory and cultural studies. • Introduction to the history of cultural tourism due to a holistic understanding of the subject. • Understanding the significance of applied research in cultural tourism.. • Understand the limitations in designing development of cultural tourism through examples of good and bad practice in the country and around the world. • Ability of innovative linking and integration of heritage and natural potentials and values in tourism. • Ability to develop specific fields of cultural tourism
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Predvideni študijski rezultati:

<p>Znanje in razumevanje: Študent/-ka spozna razvoj predmetnega področja kot pomembne zvrsti turizma Spozna osnovne pojme, definicije in razmerja med kulturo in turizmom. Spozna kontekste kulturnega turizma na nacionalni in mednarodni ravni. Se seznanji z delovanjem kulturnih institucij. Razume teoretične in praktične probleme in se zaveda pomena vključevanja kulture v turizem. Zna ustvarjalno povezovati kulturo in turizem in razvijati kulturni turizem. Uporaba: Pridobljeno znanje se lahko uporabi pri načrtovanju turističnih programov in storitev v kulturnih in turističnih organizacijah. Študenti so se sposobni na osnovi pridobljenega teoretskega znanja, seznanitev z dobrimi in slabimi primeri iz prakse, seznanitev s priložnostmi in trendi, usmeriti v praktično načrtovanju aplikativnih in razvojnih raziskav, seminarjskih in projektih nalog. Študenti bodo sposobni ustvarjati kreativni dialog med sektorjem kulture in turizma.</p> <p>Refleksija: Študent/-ka lahko na osnovi pridobljenega znanja in teoretičnih pogledov kritično ovrednoti skladnost med teoretičnimi načeli in izhodišči ter razmerami na področju kulturnega turizma. Sposobnost prenosa teorije v prakso.</p>
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Intended learning outcomes:

<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Students learn about the development of subject area as an important type of tourism • They learn the basic concepts, definitions and relationships between culture and tourism. • Learn about the contexts of cultural tourism at national and international level. • Are acquainted with the functioning of cultural institutions. • Students understood the theoretical and practical problems and they recognize the importance of the integration of culture in tourism. • They are able to creatively integrate culture and tourism and to develop cultural tourism. <p>Use:</p> <ul style="list-style-type: none"> • Accumulated knowledge can be used in designing tourism programs and services in the cultural and tourism organizations. • Students are able to based on the acquired theoretical knowledge and the pairing with good and bad examples from practice, learning about opportunities and trends, focus on practical planning of applied and developmental researches, seminars and project tasks. • Students will be able to generate creative dialogue between culture and tourism sector <p>Reflection:</p> <ul style="list-style-type: none"> • The students may on the basis of knowledge and theoretical views critically evaluate consistency

Sposobnost etičnega in strokovnega vključevanje kulture v turizem. Sposobnost sistematičnega razvojnega načrtovanja na področju kulturnega turizma	between the theoretical principles and the real situation in the field of cultural tourism. • Ability to transfer theory into practice. • Ability to ethical and professional integration of culture in tourism. • Ability of systematic developmental planning on the field of cultural tourism.
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Metode poučevanja in učenja:

Learning and teaching methods:

Predavanja Seminarji Študije primerov Delavnice Terenske vaje	Lectures Interactive tutorials Case studies Workshops Field work
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Načini ocenjevanja:

Delež (v %) /

Weight (in %) **Assessment:**

Pisni/ustni izpit Seminarska/projektna naloga	80% 20%	Type (examination, oral, coursework, project): Written/Oral exam Tutorial or Project written assignment
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