

HERITAGE TOURISM (2nd level of study)

The study program Heritage Tourism is the result of the cooperation of the Faculty of Humanities (UP FHŠ), the Faculty of Tourism Studies TURISTICA (UP FTŠ TURISTICA) and the Science and Research Centre of the University of Primorska (UP ZRS) with the aim to incorporate natural and cultural resources into the Slovenian and foreign supply of tourism products. This is the first study program whose aim is to disseminate knowledge on heritage into the sphere of tourism. Both aspects exist as individual professional branches, but have not been intertwined in a college program before. The structure of professionals - teachers and researchers at the University of Primorska – has enabled us to develop a study program of quality. Heritage Tourism studies combines knowledge and competencies from the fields of cultural and natural heritage with the know-how of tourism management. The applied aspect of understanding the importance of heritage in tourism comes in the foreground of discussion. Students gain a degree of knowledge, which promises them creative work in a prosperous branch of the economy. The goal of the study program is to form a profile of professionals – Master of Science graduates - for the tourism industry in general and specifically for their own business activities in tourism. This is an interdisciplinary study program performed by teachers of the UP FTŠ TURISTICA and UP FHŠ, enrolment is open to students with an undergraduate degree (3 years) in the fields of humanities, tourism, natural and cultural sciences as well as from other study environments.

1. General information about study programme

Name of programme: **Heritage tourism**

Level of study programme: **2**

Type of study programme: **master's programme**

Duration: **2 years (four semester), 120 ECTS**

Professional title: **magister / magistrica dediščinskega turizma,**
abbreviation: mag. ded. tur.

Definition of study programme under:

KLASIUS-P: 8129 (**personal services, natural and cultural heritage, language and communication, travel, tourism, leisure time**)

KLASIUS P-16: 1015 (**transport, safety, Hospitality industry and tourism, personal services**)

Definition of study areas under the ISCED classification: **81 – personal services**

Academic disciplines under the Frascati classification: **other**

Elective modules:

- **Tourism,**
- **Heritage,**
- **Language and Communication in Tourism.**

2. Programme objectives

- To form a profile of graduate students – Master of Science in Heritage Tourism - for the needs of the tourism industry,
- To enrich multidisciplinary studies of tourism and heritage and to encourage students to interdisciplinary thinking and working in the field where the integration of several disciplines are important for their professional success;
- To fill the gap in the field of higher education in tourism by combining specifics of heritage and tourism management;
- To contribute to the adequate professional structure in the employment sector of the tourism industry;
- To enable flexibility of undergraduates from the field of several heritage disciplines in their employment search;
- To increase employment possibilities for tourism undergraduates.

3. Competencies of graduates

For reaching the goals of the study programme, the students will develop the following general and subject-specific competencies:

3. 1. General competencies

- The ability to use scientific research methods in a broad spectrum of problems and in changed circumstances;
- The capacity for independent studies for the development of critical reflections and to obtain social and communication skills, as well as to assess current events and the interpretation and evaluation of social phenomena;
- The ability of deepening knowledge on specific areas of expertise;
- The ability to lead teams and teamwork;
- The use of interdisciplinary knowledge for the work in the field of economy and culture within the national and international economy and in the highly competitive and globalised environment;
- The commitment to professional ethics and the ability of ethical reflections.

1.2. Subject-specific competencies

- Knowledge of key economic and management issues in the field of tourism and in-depth topics from the fields of heritage tourism;
- Knowledge of key topics in the field of the heritage the Slovenian, Mediterranean and the European geographic area;
- Mastering the theoretical problems of the tourist industry and their solutions;
- Work independently with the help of the research and interpretative methods in the field of tourism;
- Work independently with help of management tools in the area of valorisation, designing and marketing of tourism services with heritage tourism contents;
- Deepening of various applicative issues in heritage tourism;
- Understanding of operations of the touristic systems and in a concrete social situation and in the global environment and the ability of analysis, synthesis and solution prediction and the consequences of phenomena in the field of tourism;
- The implementation of action-oriented and applied research in the sphere of tourism within the local, regional as well as international context;
- Knowledge and understanding of touristic, humanistic and social sciences and arguments of the tourism business in time (historical), as well as in concrete social situations;
- The ability for practical application of theoretical knowledge in the field of tourism in a specific environment, as well as the ability to intertwine the knowledge from different fields of science;
- The management of communication processes with help of modern technology and by using appropriate communication techniques between different subjects of communication and in a situation of interdependent valorisation with the aim of providing quality tourist services, both in local as well as international environments;
- Understanding the general structure and the interpretations of the basic disciplines and their relationship towards sub-disciplines in the field of tourism.

4. International comparison of the study programme

In the analysis of international comparability of the study programme Tourism 3 postgraduate study programmes of acknowledged universities from different countries have been included.

No.	Institution	Name of programme	Country
1.	Leeds Metropolitan University	MA Cultural Tourism	Leeds, UK
2.	Università degli studi di Udine	Progettazione e Gestione del Turismo Culturale (laurea specialistica)	Udine, Italy
3.	Sveučilište u Zadru	Poduzetništvo u kulturi i turizmu (magistar ekonomije)	Zadar, Croatia

5. Curriculum

Curriculum added

6. Conditions for enrolment in the programme

Enrolment to first year is possible for those who have completed:

- Final Degree (graduation) in the study program at the first university study level in areas of tourism, humanities, social and natural sciences;
- Final Degree (graduation) in the study program at the first university study level in other study areas: if a candidate passed the examination prior to entry from the contents, which are essential for the continuation of the study (basic knowledge of humanities or social sciences or tourism or natural sciences) in the range of a minimum of 10 Credit Points and a maximum of 60 Credit Points;

The number and set of differential exams are determined by the previous study; the number and contents of exam obligations are decided by the Commission of UP FHS and UP FTS Turistica. Differential exams or additional obligations identified candidates must pass before enrolling in the study program, in which case it can be referred to as obligations in the framework of an optional course of study in programs prior to entry in the master's study program.

The number of differential exams can be changed in the event that a student - on his/her request - asks to recognize exam(s) of equal or similar quality, carried out in preliminary study program.

The conditions to enrol are fulfilled also by candidates, who have completed a comparable study program abroad, and who, in accordance to Slovenian law, have a recognised right to continue their education within the study programme.

Selection criteria in the case of limited enrolment:

- average grade of the undergraduate study – 70% of points
- grade of thesis – 30% of points

In the case that the undergraduate student has not written his/her thesis or a final project work, the average grade of undergraduate study accounts for all points.

All applicants enrolling in a study program carried out in English must demonstrate English language proficiency at the B2 level according to the Common European Framework of Reference for Languages (CEFR) with an appropriate certificate.

Acceptable evidence for meeting this enrollment requirement includes:

- A certificate confirming the completion of an English language exam at the B2 level or an equivalent certificate (e. g. TOEFL iBT score of 72-94, IELTS score of 5.5-6.5, Cambridge FCE 160-179, Oxford B2 Upper intermediate EF SET 51-60, TOEIC min. 785 points, Pearsons PTE exam 59-75);
- A certificate awarded to a general matura graduate indicating that the English language exam at the B2 level was completed during the matura;
- A high school diploma indicating completion of secondary education in English at a higher level (B2);
- A diploma from a higher education institution certifying the completion of a study program carried out in English, along with a certificate (declaration) that the candidate completed the program in English.

7. Recognising knowledge acquired outside the study programme

At the postgraduate master study program Heritage tourism the knowledge and skills that candidates have obtained before entering the program through formal, informal or experimental learning can also be recognized, like:

- Various forms of formal education for achieving upper secondary education at the graduate level;
- Programs for the training, in various forms of informal education;
- In informal forms of education, proven with documents and certificates. The contents, efforts that prove the student's knowledge and skills can be evaluated and recognized according to the ECTS system.
- Individual skills and competencies are treated by the competent authority UP FHŠ and UP FTŠ Turistica, in accordance with the criteria for the recognition knowledge adopted by the University of Primorska. Recognition of knowledge and skills before enrolling in the study program will take into account the knowledge and skills acquired during candidate's studies, in so far as this is in the form of a learning agreement, agreed in advance.

8. Conditions for progression through the programme

Obligations for students at individual subjects are defined in the curriculum and measured in ETCS. One ETCS represents 30 hours of students' work.

A student can enroll into the second year of study if 54 of 60 Credit Points (ECTS) are achieved - in which case the missing 6 KT should not be one of the core subjects, but can be subjects from the selected module.

In exceptional cases, and with proper justification, the entry in the 2nd year is allowed also with 48 achieved Credit Points. The role of this student is considered by competent bodies of both faculties. The missing students' obligations must be completed before defending his master's thesis.

A student may repeat a single study year only once in the time of his enrollment into the study program; he also should not change study programs or the direction or academic program. The repetition of the study year is possible if at least half of the obligations (21 Credit Points) are met. The application for re-enrolment must be submitted on the separate form prior to 20th September each year - to be later considered by the Commission on Student Affairs.

9. Conditions for transferring between programmes

In accordance with the Measurements for transferring between study programmes a candidate, who is transferring from a comparable study programme of the same level (2nd level) may enrol to a higher year of the study programme Heritage tourism.

The transfer is possible:

- if the study programmes at the conclusion of the studies enable the acquirement of similar competencies or learning outcomes, and
- between study programmes, where at least half of the study obligations, according to the conditions for recognising skills and knowledge, obtained prior to the enrolment, can be recognised, according to the ETCS system, from the first study programme and related to the mandatory subjects at the new study programme.

The candidate is required to comply to the conditions for the enrolment to the study programme.

If the number of candidates' applications exceeds the number of available places, the candidates shall be selected based on their average grade of the previous studies.

The applications for transferring between study programmes are processed by the 2nd and 3rd level Commission for study matters. In the application-selection process the aforementioned Commission determines the year, to which the candidate can enrol or based on the contents obtained prior to the enrolment, defines the obligations, that they have to meet, if they wish to graduate on this study programme. The candidates can enrol into a higher year of study programme, if during the process of transferring we recognise the required number and appropriateness of credits, that are necessary for enrolling into a higher year of the study programme.

10. Conditions for completion of the course

The conditions for the completion of the study are met if all obligations for the completion of the study program (scored with 120 Credit Points) are fulfilled. A student completes all obligations under the academic program if 102 Credit Points are collected with examinations and 18 Credit Points by creating the written Master Theses. The studies are completed with the defence of student's Master Thesis before the master's defence counsel. By the end of the winter semester of the first-year of studies, students decide on the topic of their Master Thesis and choose their Master Thesis mentor.

11. Parts, which can be completed singly

The program contains no parts, which can be completed singly.

12. The study programme reflects the employment needs

By completing studies on Heritage Tourism, students achieve an excellent base for working within the tourism industry and/or independent engagement in the private and public sector of the economy by designing and marketing of tourist destinations and services, interpreting and evaluating heritage for tourism, as well as by managing touristic development and direct sustainable forms of tourism.

Heritage Tourism graduates may be employed in:

- Institutions dealing with tourism in Slovenia and internationally, such as in travel agencies, tour operators, tourist offices, national tourism organisations, local and regional tourism organisations, tourism offices abroad, hotel and hospitality companies;

- Environmental agencies (e. g. regional and national parks) where tourism plays an important role and in cultural institutions (e. g. museums, galleries, organizers of the events);
- In the public and civic sectors (e. g. services of local governmental offices) and in environments responsible for the development of tourism, in local and regional organisations tasked with tourism development – like associations of tourism and cultural clubs.

The qualified graduate is able to independently develop entrepreneurial activities in the field of tourism, in particular cultural tourism.