

Faculty of International Economics and Administration
Department of Administration and Management
Professional Area: Administration and Management
Major: Business Administration – Business Administration in Tourism
Educational-and-qualification degree: Master

COURSE DESCRIPTION

1. Course unit title: Cultural Tourism
2. Course unit code: TUR 2003
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: second
6. Semester when the course unit is delivered: third
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): associate prof. Daniela Popova, Ph. D.
9. Learning outcomes of the course unit – knowledge, skills and competences acquired:
The course in Cultural Tourism aims to develop fundamental knowledge about the significance of cultural tourism in the accelerated process of democratization and the changes in cultural policy. The course is based on the understanding that cultural tourism is particularly significant to the cultural exchange with the EU countries; the increased effectiveness of the other types of tourism; the preservation and exhibition of the cultural heritage for the needs of tourism.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites:
The students should have preparation provided by the study of Tourism Management, Marketing in Tourism, Reengineering and Risk Management in Tourism, Hospitality Management, and Tour-Operator, Tour Agency and Transportation Activities.
12. Course contents:
The course consists of 15 topics presented in lectures. The lectures clarify the essence, the opportunities assessment and the principles of the global concept of modeling cultural tourism. Cultural tourism is examined as a main means of opening Bulgaria to the world and as an opportunity for direct contacts with people from various cultural regions. The course outlines the particular significance of cultural tourism for improving the quality and competitiveness of the tourist product and for the success of destination Bulgaria on the tourism market in the 21st century.
13. Recommended or required reading:
 1. Костов, Е., *Културният туризъм*, С., 2001.
 2. Костов, Е., *Религиозният туризъм на България – вчера, днес и утре*, С., 2000.
 3. Парушева, Т., *Лекционен курс “Културен туризъм”*, С., 2005.
 4. Парушева, Т., *Социално-психологически аспекти на туризма*, С., 2004.
 5. Парушева, Т., *Предизвикателства и ефекти от туризма в глобалното общество*, С., 2004.
14. Planned learning activities and teaching methods:
The lectures are presented as Powerpoint presentations.

Each student is assigned a course task corresponding to the personal preferences and abilities about a concrete tourist site in the hotel or restaurant business. The course task is openly defended in front of the students. It is graded separately and participates in the formation of the student's final grade for the course.

15. Assessment methods and criteria:

- The final grade (FG) is complex and is comprised of the midterm examination test grade (ET), the course task grade (CT) and the final examination grade (FE).
- Each of the grades comprising the final grade has different significance (weight) in the final grade which is calculated by the formula:

$$FG = 0,2 ET + 0,3 CT + 0,6 FE$$

- the knowledge acquired by the students, in percents, is assessed by means of the six-point grading system as follows:

Knowledge acquired and grades

Table 1

Knowledge acquired (in percents)	Six-point system grade
Up to 55	Poor (2)
56 – 65	Average (3)
66 – 75	Satisfactory (4)
76 – 85	Very good (5)
Over 85	Excellent (6)

- *In the student's book, along with the six-point system grade, an entry is made of its corresponding ECTS grade, as follows*

Harmonization of the six-point grading system with the ECTS scale

Table 2

Excellent /6/	Very good /5/	Good /4/	Average /3/		Poor /2/	
A	B	C	D	E	FX	F
Credits awarded according to the educational program					No credits awarded	

16. Language of instruction: Bulgarian.

17. Work placement(s): none.