

Subject card

Subject name and code	Culture tourism in post-Yugoslav countries, PG_00139955						
Field of study							
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Masa Gustin				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	Discussion of one of the most important European economic fields - cultural tourism. Basic definitions and terms. Distinguishing types of cultural tourism. Getting to know basic information about the countries of the former Yugoslavia and their tourist potential. Getting to know the cultural heritage of the countries of the former Yugoslavia. Designing basic elements of tourist events.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SLAWL3_W11] The student has structured knowledge of selected economic and economic issues, also oriented towards practical application in the selected sphere of cultural, media and economic activities, primarily in the field of international cooperation related to the area of the Polish language and specialized languages.	The student has structured knowledge of selected tourism issues, oriented towards practical application in cultural and tourist activities (K_W11).	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[SLAWL3_W15] The student knows the methodology of performing tasks, norms, procedures and good practices used in institutions related to cultural, diplomatic and commercial activities in the field of international cooperation related to the area of the Polish language and specialized languages.	The student knows the standards, procedures and good practices used in institutions related to cultural and tourist activities (K_W15).	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[SLAWL3_W14] The student knows of the various structures of cultural and economic institutions in Poland and South Slavic countries and understands the validity of the functioning of their individual elements.	Student: - has advanced knowledge about the specificity of tourism and culture of the South Slavic countries, their history and mutual relations, as well as the tourist practice and cultural heritage of the countries of the former Yugoslavia (K_W08); - knows cultural and tourist institutions, domestic and foreign, in the area of specialized languages (K_W14).	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[SLAWL3_K02] The student is ready to take responsibility for his own decisions and the work of the team, carrying out tasks related to promoting the literature and culture of South Slavic countries (Serbian or Croatian).	The student is able to work and cooperate in a group, taking on various roles in solving problems related to cultural tourism (K_K02).	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[SLAWL3_U05] The student is able to communicate, also in foreign languages, with their environment and argue substantively, justifying their point of view.	The student is able to communicate with the environment and substantively justify his knowledge of cultural aspects of tourism in the former Yugoslav countries, substantively justifying his position (K_K05).	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[SLAWL3_U08] The student has the ability to prepare oral presentations, in Polish or in the language of the field, on specific issues, using basic theoretical approaches and various sources.	The student can prepare and deliver an oral presentation / speech, in Polish, on specific issues, using basic theoretical approaches, as well as various sources (K_U08).	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[SLAWL3_W08] The student has an advanced knowledge about the specificity of South Slavic countries, their history and mutual relations, as well as their legal systems and economic conditions.	The student has an advanced knowledge of the specificity of tourism and culture of the South Slavic countries, their history and mutual relations, as well as the tourist practice and cultural heritage of the countries of the former Yugoslavia (K_W08).	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[SLAWL3_U04] In conditions that are not always predictable, the student is able to solve a task innovatively, using a foreign language and appropriate methods and procedures.	The student is able to search, analyze, verify, select and use information regarding the culture and tourism of the South Slavic area using theoretical and material sources (K_U04).	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[SLAWL3_K05] The student is ready to fulfill the professional role of an employee of companies operating on the European labor market or Polish companies cooperating with South Slavic countries, including the promotion of literature and culture.	Student: - is able to work and cooperate in a group, taking on various roles in solving problems related to cultural tourism (K_K02); - is able to communicate with the environment and substantively justify his knowledge of cultural aspects of tourism in the former Yugoslav countries, substantively justifying his position (K_K05).	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
Subject contents	The concept of cultural policy - three models of promoting culture (centralized, decentralized and based on a relative balance between the elements of centralization and decentralization of the system). Basic information about the countries of former Yugoslavia The nature of cultural tourism Travel guides and search engines, websites, tourist material Cultural heritage as a tourist attraction Historical and cultural heritage tourism Byzantine-Roman heritage in Balkan architecture and art: the borderlands of Macedonia, Serbia, Greece and Bulgaria as a function of cultural tourism Religious/church/monastery tourismMuseum and event tourism Music tourismLiterary tourismFilm tourismEducational tourismWidespread cultural tourismContemporary culture tourismYugonostalgia and its tourist and cultural effects		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral Examination	51.0%	40.0%
	Work / Project / Evaluation Presentation	51.0%	40.0%
	Activity in Classes	80.0%	20.0%

Recommended reading	Basic literature	- MacCannell D., Turysta. Nowa teoria klasy próżniaczej, Muza, Warszawa 2005, s. 1-25. - Buczowska K., Turystyka kulturowa. Przewodnik metodyczny, AWF Poznań 2008. - Rohrscheidt A.M. von, Turystyka kulturowa. Fenomen. Potencjał. Perspektywy, Gniezno 2008. - Jędrusiak T., Turystyka kulturowa, Polskie Wydawnictwo Ekonomiczne, Warszawa 2008. - Kowalczyk Andrzej [red.], Turystyka kulturowa. Spojrzenie geograficzne, Warszawa 2008. - Zdon-Korzeniowska M., Jak kształtować regionalne produkty turystyczne? Teoria i praktyka, Kraków 2009. - Gaweł Ł., Szlaki dziedzictwa kulturowego. Teoria i praktyka zarządzania, Kraków 2011. - Golka M., Cywilizacja współczesna i globalne problemy, Warszawa 2012. - Trojan M., Kultury ludowe Europy w kręgu zainteresowań etnologii. Inspiracje, nurty, przełomy, Wrocław 2010. - Instytucje upowszechniania kultury w XXI wieku. Przeżytek czy nowa jakość?, red. J. Sójka, P. Kieliszewski, M. Poprawski, Poznań 2009. - Pasłowska K., Swaryczewska M., Ochrona dziedzictwa kulturowego. Zarządzanie i partycypacja społeczna, Kraków 2002. - Zarządzanie w kulturze, red. Ł. Gaweł, K. Plebańczyk i inni, Zeszyty naukowe Uniwersytetu Jagiellońskiego, t.1-6, Kraków 2000-2008. - Miejskie polityki kulturalne. Raport z badań, Warszawa, 2013. - Keller, P., Tourism and Culture: Managing Change, AIEST, St. Gallen, 2000. - Materiały multimedialne oraz dostępne online, z krajów postjugosłowiańskich, zaproponowane przez prowadzące (lista uaktualniana co roku, przekazywana studentom na pierwszych zajęciach). - Wieczorkiewicz A., Apetyt turysty. O doświadczaniu świata w podróży, Kraków 2008. - Wyszowska I., Turystyka biograficzna - istota, znaczenie, perspektywy, "Turystyka Kulturowa", 2008, nr 1, s. 22-33.
	Supplementary literature	- Popczyk M. (red.), Muzeum sztuki. Od Luwru do Bilbao, Muzeum Śląskie, Katowice 2006. - Kreatywne miasto, Ch. Landry, Narodowe Centrum Kultury, Warszawa, 2013. - Wybór tekstów z czasopisma naukowego "Turystyka kulturowa" - http://turystykakulturowa.org/ (lista obowiązujących artykułów każdorazowo podawana na pierwszych zajęciach ze względu na edycję kolejnych numerów pisma). http://dziennikturystyczny.pl. http://www.turystykakulturowa.eu.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Film Tourism in Croatia	
	Ottoman Heritage in Bosnia and Herzegovina	
	In the Footsteps of the Venetian Republic in Slovenia, Croatia, and Montenegro	
Work placement	Not applicable	

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