University of Gdańsk

Subject card

Subject name and code	Culture Tourism in Post-Yugoslav Countries - lecture, PG_00189598		
Field of study	Slavic Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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	Division of Slavonic and Balkan Studies -> Institute of Classical and Slavonic Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Masa Gustin	
	Teachers	dr Masa Gustin	

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_W15] 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] 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, also taking into account advanced knowledge of the basic principles of creating and developing various forms of entrepreneurship		
	[SLAWL3_W11] Has structured knowledge of selected economic and business issues relevant to cultural and media activities and international cooperation in the area of South Slavic countries.	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_W08] Has the knowledge of the specific characteristics of the South Slavic countries, their history and mutual relations, and is familiar with and understands the key identity, religious and political dilemmas of the South Slavic region, which shape historical and contemporary intercultural relations.		
	[SLAWL3_U08] 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_U05] Is able to communicate, including in foreign languages, with those around them, formulate logically sound arguments, and take part in debates on the fundamental dilemmas of the modern world (e.g. tradition versus modernisation, nationalism versus globalism) in the context of the South Slavic countries.	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_K05] 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 and demonstrates competence in entrepreneurial thinking and action.		
	[SLAWL3_K02] 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_U04] In conditions that are not always predictable 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

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
Work / Project / Evaluation Presentation	51.0%	40.0%
Activity in Classes	51.0%	20.0%
Oral Examination	51.0%	40.0%

Recommended reading

Basic literature

- MacCannell D., Turysta. Nowa teoria klasy próżniaczej, Muza, Warszawa 2005, s. 1-25.
- Buczkowska K., Turystyka kulturowa. Przewodnik metodyczny, AWF Poznań 2008.
- Rohrscheidt A.M. von, Turystyka kulturowa. Fenomen. Potencjał. Perspektywy, Gniezno 2008.
- Jędrysiak 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. Plebańczyka 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. Galen, 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	

Document generated electronically. Does not require a seal or signature.