

**Subject card**

<b>Subject name and code</b>	Culture tourism in post-Yugoslav countries, PG_00189598						
<b>Field of study</b>	Slavic Studies						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	1	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Slavonic and Balkan Studies -> Institute of Classical and Slavonic Studies -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	Subject supervisor		dr Masa Gustin				
	Teachers						
<b>Lesson types</b>	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						
<b>Learning activity and number of study hours</b>	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
<b>Subject objectives</b>	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 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_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_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_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

Subject contents	<p>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).</p> <p>Basic information about the countries of former Yugoslavia</p> <p>The nature of cultural tourism</p> <p>Travel guides and search engines, websites, tourist material</p> <p>Cultural heritage as a tourist attraction</p> <p>Historical and cultural heritage tourism</p> <p>Byzantine-Roman heritage in Balkan architecture and art: the borderlands of Macedonia, Serbia, Greece and Bulgaria as a function of cultural tourism</p> <p>Religious/church/monastery tourism Museum and event tourism Music tourism Literary tourism Film tourism Educational tourism Widespread cultural tourism Contemporary culture tourism Yugonostalgia and its tourist and cultural effects</p>														
Prerequisites and co-requisites	None														
Assessment methods and criteria	<table border="1" data-bbox="448 1032 1487 1196"> <thead> <tr> <th data-bbox="448 1032 794 1070">Subject passing criteria</th> <th data-bbox="794 1032 1141 1070">Passing threshold</th> <th data-bbox="1141 1032 1487 1070">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1070 794 1104">Activity in Classes</td> <td data-bbox="794 1070 1141 1104">80.0%</td> <td data-bbox="1141 1070 1487 1104">20.0%</td> </tr> <tr> <td data-bbox="448 1104 794 1137">Oral Examination</td> <td data-bbox="794 1104 1141 1137">51.0%</td> <td data-bbox="1141 1104 1487 1137">40.0%</td> </tr> <tr> <td data-bbox="448 1137 794 1196">Work / Project / Evaluation Presentation</td> <td data-bbox="794 1137 1141 1196">51.0%</td> <td data-bbox="1141 1137 1487 1196">40.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Activity in Classes	80.0%	20.0%	Oral Examination	51.0%	40.0%	Work / Project / Evaluation Presentation	51.0%	40.0%
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Recommended reading	Basic literature	<ul data-bbox="794 1202 1487 2087" style="list-style-type: none"> <li>• MacCannell D., Turysta. Nowa teoria klasy próżniaczej, Muza, Warszawa 2005, s. 1-25.</li> <li>• Buczkowska K., Turystyka kulturowa. Przewodnik metodyczny, AWF Poznań 2008.</li> <li>• Rohrscheidt A.M. von, Turystyka kulturowa. Fenomen. Potencjał. Perspektywy, Gniezno 2008.</li> <li>• Jędrusiak T., Turystyka kulturowa, Polskie Wydawnictwo Ekonomiczne, Warszawa 2008.</li> <li>• Kowalczyk Andrzej [red.], Turystyka kulturowa. Spojrzenie geograficzne, Warszawa 2008.</li> <li>• Zdon-Korzeniowska M., Jak kształtować regionalne produkty turystyczne? Teoria i praktyka, Kraków 2009.</li> <li>• Gawęł Ł., Szlaki dziedzictwa kulturowego. Teoria i praktyka zarządzania, Kraków 2011.</li> <li>• Golka M., Cywilizacja współczesna i globalne problemy, Warszawa 2012.</li> <li>• Trojan M., Kultury ludowe Europy w kręgu zainteresowań etnologii. Inspiracje, nurty, przełomy, Wrocław 2010.</li> <li>• Instytucje upowszechniania kultury w XXI wieku. Przeżytek czy nowa jakość?, red. J. Sójka, P. Kieliszewski, M. Poprawski, Poznań 2009.</li> <li>• Pasłowska K., Swaryczewska M., Ochrona dziedzictwa kulturowego. Zarządzanie i partycypacja społeczna, Kraków 2002.</li> <li>• Zarządzanie w kulturze, red. Ł. Gawęł, K. Plebańczyka i inni, Zeszyty naukowe Uniwersytetu Jagiellońskiego, t.1-6, Kraków 2000-2008.</li> <li>• Miejskie polityki kulturalne. Raport z badań, Warszawa, 2013.</li> <li>• Keller, P., Tourism and Culture: Managing Change, AIEST, St. Galen, 2000.</li> <li>• Materiały multimedialne oraz dostępne online, z krajów postjugosłowiańskich, zaproponowane przez prowadzące (lista uaktualniana co roku, przekazywana studentom na pierwszych zajęciach).</li> <li>• Wieczorkiewicz A., Apetyt turysty. O doświadczeniu świata w podróży, Kraków 2008.</li> <li>• Wyszowska I., Turystyka biograficzna - istota, znaczenie, perspektywy, "Turystyka Kulturowa", 2008, nr 1, s. 22-33.</li> </ul>													

	Supplementary literature	<ul style="list-style-type: none"> <li>• Popczyk M. (red.), Muzeum sztuki. Od Luwru do Bilbao, Muzeum Śląskie, Katowice 2006.</li> <li>• Kreatywne miasto, Ch. Landry, Narodowe Centrum Kultury, Warszawa, 2013.</li> <li>• Wybór tekstów z czasopisma naukowego "Turystyka kulturowa" - <a href="http://turystykakulturowa.org/">http://turystykakulturowa.org/</a> (lista obowiązujących artykułów każdorazowo podawana na pierwszych zajęciach ze względu na edycję kolejnych numerów pisma).</li> <li>• <a href="http://dziennikturystyczny.pl">http://dziennikturystyczny.pl</a>.</li> <li>• <a href="http://www.turystykakulturowa.eu">http://www.turystykakulturowa.eu</a>.</li> </ul>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Film Tourism in Croatia</p> <p>Ottoman Heritage in Bosnia and Herzegovina</p> <p>In the Footsteps of the Venetian Republic in Slovenia, Croatia, and Montenegro</p>	
Work placement	Not applicable	

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