

ЮГОЗАПАДЕН УНИВЕРСИТЕТ “НЕОФИТ РИЛСКИ”

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Department of Culturology

Information Packet ECTS

Profile: Culturology; Culture and the Media

Master’s programme: Cultural Heritage and Cultural Tourism

Professional direction: Sociology, anthropology and cultural studies

Educational qualification: Master of Arts

Professional qualification: Master of Cultural Heritage and Cultural Tourism

Form of study: full time or part time

Duration of study: four semesters for students with any other bachelor’s degree than sociology, anthropology or cultural studies

1. Career prospects for graduates:

It is expected that after completing their master's in Cultural heritage and Cultural Tourism, students will have gained the necessary competence, knowledge and experience needed to get involved in studying the rich cultural heritage of Bulgaria and developing new opportunities for cultural tourism. They will be prepared to contribute to the discovery, description and presentation of new artifacts in a way that is both sensitive to their historical value and authenticity, and at the same time, helps develop cultural tourism. Those who complete the master's programme will have the necessary competence find new opportunities for development of cultural tourism in Bulgaria. They will also be able to take part in preservation and protection initiatives. Potential employers for graduates include all institutions working with culture, history and heritage and tourism – regional administrative centres, NGOs, Cultural centres, tourist agencies, etc. They will be prepared for managerial, organisational and presentational duties in the sphere of cultural tourism, such as developing new tourist routes for visitors, tourist guiding, or organising big cultural events.

2. Educational expectations:

During their studies, the students will gain wide knowledge in those aspects of the cultural heritage of Bulgaria which, through a specialised professional approach, can be turned into an attractive 'cultural product', or a tourist attraction. At the same time, they will learn about tourist industry management – development factors, supply and demand, finding new markets, developing new routes, etc. The students will also become experts in protecting and preserving cultural heritage, the value and authenticity of cultural artifacts; they will become familiar with Bulgarian and European laws which protect European cultural heritage. They will also learn about the latest practices of cultural tourism development in the European Union.

The students will broaden their knowledge of the ancient civilisations which existed on the territory of modern Bulgaria – Ancient Greece and the Roman Empire, Thracians, Proto-Bulgars and Slavs, the civilisations of the eastern Mediterranean and other neighbouring cultures. Special attention is paid to the rich Christian tradition – churches, monasteries and other holy sites which offer great opportunities for religious tourism. Part of the studies include folklore, folk songs and tales, customs and festivities, old Bulgarian arts, crafts and architecture which offers interesting and attractive possibilities for developing cultural tourism. The studies aim to build upon established practices for turning heritage areas into tourist attractions and organising traditional craft fairs which attract international participants and visitors. The role of visual arts and literature in cultural tourism is also discussed. Those who successfully complete the master's programme will become experts in creating a cultural product and marketing it to the international tourist industry.

PLAN OF STUDIES

Duration of study: four semesters for students with any other bachelor's degree

FIRST SEMESTER	ECTS CREDITS	SECOND SEMESTER	ECTC CREDITS
Cultural anthropology	8,0	Culture of Antiquity	7,0
Culture management	8,0	Visual culture of the 17 th and 18 th century	7,0
Globalisation and culture	8,0	Present-day cultural processes	7,0
Elective module	3,0	Elective module	3,0
Elective module	3,0	Elective module	3,0
		Practice (first module)	3,0
ELECTIVE MODULES:		ELECTIVE MODULES:	
Cultures of the Ancient Middle East	3,0	Religion and Culture	3,0
Culture and communications	3,0	Anthropology of modernity	3,0
Bulgarian culture during the middle ages	3,0	Foundations of advertising	3,0
Renaissance Culture	3,0	History of Bulgarian culture : 20 th century	3,0
Socialisation of cultural heritage	3,0	Semiotics of culture	3,0
Foreign language – English	3,0	Foreign language – Italian	3,0
Foreign language – Italian	3,0	Foreign language - English	3,0
Third semester	ECTS credits	Fourth semester	ECTS credits
Ancient cultures on Bulgarian territory and cultural tourism	6,0	Marketing and management of tourism	3,5
Foundations of tourism	4,5	Religious tourism and Christian holy sites	3,5
Bulgarian folklore and cultural tourism	4,5	Cultural tourism in the EU – conditions, principles, legislation	2,0
Tourist guiding	4,5	Cultural tourism and art	2,0
Bulgarian National Revival and cultural tourism	4,5	Law and protection of cultural heritage	2,0
Elective module	2,0	Elective module	2,0
Elective module	2,0	Final exam or diploma work presentation	2,0
Practical work	2,0		
ELECTIVE MODULES:		ELECTIVE MODULES:	
Cultural management	2,0	Audio-visual documents and archives	
Cultural tourism resources	2,0	Applied archeology	2,0
Preparing routes for cultural tourism	2,0	Contemporary processes in art	2,0
Cultural tourism and the media	2,0	Foreign language	2,0
Tourism protocol	2,0	Social psychology of cultural tourism	2,0

Project management in cultural tourism	2,0	Cultural tourism and post-modernity	2,0
Foreign language	2,0		

TOTAL FOR FOUR SEMESTERS: 120 CREDITS

DESCRIPTION OF MODULES:

First semester – compulsory modules:

Cultural anthropology

ECTS credits: 8

Form of assessment: continuous assessment and oral exam

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: assos.prof. Svetlana Hristova, Department of Culturology

Course Contents:

This module focuses on the origins of classical anthropology and its main stages of development from mid- 19th to the mid-20th century – main schools and approaches; principles and methods of field study; origins of human culture; the syncretic world, “poetic” thinking and magic behavior of the “primitive” man; totems, taboo, pre-historic art forms, pre-writing communication; memory culture; dialectics of myth; primitive forms of social organisation; family theory and types of marriage; kin, clan, tribe, ethnic group; origins of nation as a form of social organisation of cultural differences.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Culture management

ECTS credits: 8

Form of assessment: continuous assessment and oral exam

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: assoc.prof. Ph.D. Tatiana Stoichkova, Department of Culturology

Course Contents:

How to organize cultural activities and events: main strategies and organisational solutions. The importance of innovation in culture management. Analysis and estimate of resources – factors of culture production, distribution and appreciation. Leadership – types, contents and application. Cultural entrepreneurship. Dimensions of cultural marketing in the modern world. How cultural organisations (museums, libraries, art galleries, etc.) change in time, and how to apply modern management techniques. Providing a service and responding to demand; getting to know the audience's interests and needs; dynamics and complexity of the environment.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Globalisation and culture

ECTS credits: 8

Form of assessment: continuous assessment and oral exam

Semester: I

Department of Culturology, Faculty of Arts

Course Contents:

This module aims to introduce students to globalisation and the way it alters cultural structures. They analyse the radical changes in perception of time and space, identity crises,

new principles and mechanisms for building societies, and ideological tension and the struggle for power in a globalised world. Students learn about alternative points of view of globalisation and modernity; postmodernity, post-colonialism, feminism, eco-ideologies.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

First semester – elective modules:

Cultures of the Ancient Middle East

ECTS credits: 3

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: Prof. Ph.D.H. Vassil Markov, Department of Culturology

Course Contents:

The lectures cover the culture of Ancient Egypt, Mesopotamia, Ancient Persia, the culture of Ancient Asia Minor and the Aegean. Special attention is paid to the specific characteristics of those cultures, the ways they have influenced each other through time and space, as well as their achievements. Attempts are made to draw the main directions of cultural influences, and to describe the complex development processes in the Ancient Middle East which then become a foundation for the civilisation and culture of Europe.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project

3. Assessment: Continuous assessment includes a test and a course paper.

Bulgarian culture during the Middle Ages

ECTS credits: 3

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: ch.ass.Ph.D. Grigor Grigorov, Department of Culturology

Course Contents:

What is Bulgarian culture like during the Middle Ages? Main periods. Genotype of Proto-Bulgar Culture; Types of cultural memory on the Balkans: ritual and image-based (Thracian, Proto-Bulgar); verbal and language-based (Ancient Greek and Roman). Cultural traditions on the Balkans before the establishment of the Bulgarian state in 681 AD. Proto-Bulgars: ethnogenesis, language, religious beliefs, calendar, institutions, state formation. Slavs: way of life, agriculture and warfare, genesis, beliefs, verbal culture. Acceptance of Christianity as a state religion in 864. Book culture. New and Old Testament – cultural influences of the Eastern Mediterranean. Byzantine and Roman theology. The lives and work of St Konstantin the Philosopher and his brother Methodius. Universalisation of Medieval Bulgarian culture. The transformation of Old Bulgarian language into a sacred language and an international language in medieval Europe. The Golden Age of old Bulgarian culture – 9th and 10th century AD. Discussions, terms, contents. History of Bulgarian church – monasteries, temples, icons. The library of Tsar Simeon I. Original Old Bulgarian literature of the 9th and 10th century AD. Heretical movements in Bulgaria.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project

3. Assessment: Continuous assessment includes a test and a course paper.

Culture and communication

ECTS credits: 3

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: ass.prof.Ph.D. Tatiana Shopova, Department of Culturology

Course Contents:

Importance of communications culture in the present day; modern theories about the relationship between culture and communication. The role of communications in the era of information technology; the right to communicate; models of communication; main components and structure of the communication process; types of communication; communication and society; nature and features of mass communication; social function of mass communication; interaction between culture and mass communication; the mass character of modern culture; culturological aspects of mass communication.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Renaissance culture

ECTS credits: 3

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer:prof.Ph.D.H. Angel Angelov , Department of Culturology

Course Contents:

This module introduces the students to the widespread presence of visual art throughout the Renaissance – from book illustrations to the impact of the urban environment; to the micro-societies, where works of art are ordered and created; to the projects for creation of new cities. The course examines the social function (urban, political and aesthetical) of visual images and the organisation of urban space. The term visual culture is seen in a historical context from the 14th to the end of the 18th century and we see how it evolves through the times of the Renaissance, Baroque and Early Modernity. Another part of the module is dedicated to the cultural geography of the Late Middle Ages in Europe, and the place of Italy in it. It also deals with the social position of the artist between the 14th and the 16th century, his relationship with patrons and the authorities.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Foreign language – Italian

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: Anelia Daleva, Department of Culturology

Course Contents:

This module includes the main lexical and grammatical elements of the Italian language as a whole. Students have the opportunity to do specially selected exercises which encourage communication and help break the language barrier. Students get to learn about Italian culture and way of life, and also about the rich cultural heritage of the country.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Foreign language – English

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: Tsvetelina Koteva, Department of Culturology

Course Contents:

This module aims to equip students with the ability to communicate clearly in English. By the end of the course they will be able to use a sufficient amount of words and phrases in order to be able to hold a conversation about cultural tourism, to present cultural objects and to understand and answer questions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Second semester – compulsory modules:

Culture of Antiquity

ECTS credits: 7

Form of assessment: continuous assessment and oral exam

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: prof. Ph.D.H. Vasil Markov, Department of Culturology

Course Contents:

This module is focused on the culture of Ancient Greece and Rome – how it develops, how the two have influenced each other in time and space, the exchange and accumulation of cultural values which later become the foundation of European culture. The module includes seminars which help students develop practical experience in dealing with artifacts and works of art and research various sources of information and the latest academic publications. The students will learn how to carry out independent research and analysis of the culture of Antiquity.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project

3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Visual culture of 17th and 18th century Europe

ECTS credits:7

Form of assessment: continuous assessment and oral exam

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: prof. Ph.D.H. Angel Angelov , Department of Culturology

Course Contents:

This course introduces the students to the wide variety of visual images and art practices in a historical context – the period between the 17th to the late 18th century. The aim is to offer a critical approach to art study and to explain the advantages of this kind of approach to visual image. The course offers interpretations of the social functions of the visual image. Special attention is paid to the development of cities, social life and theatre between the 17th and the late 18th century.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Cultural processes of the present day

ECTS credits: 3

Form of assessment: continuous assessment and oral exam

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ch.ass. Ph.D.Luchezar Antonov, Department of Culturology

Course Contents:

This module aims to explain how culture in Europe and throughout the world develops during the second half of the 20th century. It tries to explain the main factors which influence the dynamics and development of social and cultural processes. Subject of discussion and research are important issues of today, such as multiculturalism, globalization, hybridisation, anti-globalism ideologies, etc.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous ass

Second semester – elective modules:

Religion and culture

ECTS credits: 3

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ch.ass.Ph.D.Grigor Grigorov, Department of Culturology

Course Contents:

This module is an introduction to the main religions of the world. Religions are seen chronologically: polytheism, monotheism, Judaism, Christianity, Islam, etc. We follow the relationship between religion and social and anthropological phenomena, as well the relationship between religion and art. Other points of interest include: religious and transcendent way of thinking; animism, ritual, norm and taboo; mythology as a form of culture; primitive religious practices in archaic societies; mythology of the Mediterranean; ancient Greek and Roman mythology; paganism and scripture; the holy books of Judaism, the idea of monotheism and the chosen people; Christianity: the son of God as savior of mankind and European culture; Eucharist religious practice and the church as a social phenomenon; the deeds of the Apostles and early Christian history, saints and canonisation; Christian theology and the formation of the main postulates of belief – the Holy Trinity; the Christian world after the schism of 1054: Catholicism and Orthodoxy.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Anthropology of modernity

ECTS credits: 3

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Svetlana Hristova, Department of Culturology

Course Contents:

How does urban anthropology develop? Origins and history of the city as a cultural institution; the city as territory of modern society: urban public spaces. The city and universal exchange: the market, the shop window, the passage, the mall, second-hand shops, etc. The city and consumerism: 'I shop, therefore I am'. Male and female dominated spheres of consumerism. The city and the body: the body in the ancient city. The compassionate body of the Christian community. Bodies and movement – the fear of contiguity. Festivals and freedom. The civilised body: difference and indifference. The postmodern metropolis; cities 'on the edge'. Place, identity, memory: the city as a palimpsest and a place for politics of memory and oblivion.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Foundations of advertising

ECTS credits: 3

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ch. ass. Ph.D. Radostina Mihailova , Department of public relations

Course Contents:

This course focuses on the foundations of advertising as a type of communication, its main components, influences and rules, as well as types of advertising according to the media channel which translates it.

The specific characteristics of print media advertising, traditional broadcasting such as radio and television, as well as the Internet, are discussed. The accent is on the Bulgarian advertising model as part of the Balkan cultural area and its integration in the wider cultural space of Europe. We look at the consequences of European integration and globalism in market relations and advertising practices, and how they influence the codes of verbal and visual messages of advertising. The social and cultural consequences of advertising communication with the individual consumer are subject of analysis.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

History of Bulgarian culture in the 20th century

ECTS credits: 3

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Tatiana Stoichkova, Department of Culturology

Course Contents:

Institutions and social structure – tradition and models of civilisation

Traditional and modern tendencies in the development processes of Bulgarian culture at the beginning of the 20th century. The cultural position of Bulgarian visual art at the end of the 19th and the beginning of the 20th century. Public sphere and art circles. Cultural examples of modernisation – ideologies and modernity. General theoretical views of the socialist era. The

prescriptive character of socialist realism. Traditional and post-modernist tendencies in the culture of the 1990ies. From modernity to postmodernity.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Semiotics of culture

ECTS credits: 3

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: ass.Ph.D.Dimitria Spasova, Department of Culturology

Course Contents:

Introduction to the nature and problems of semiotics. Semiotics of culture as a modern branch of semiotics. Nature of the sign. Types of signs. Sign and symbol. Systems of semiotics. Mythological symbols from the Ancient East. Mythological symbols of antiquity. The natural, architectural and pictorial code of ancient Thracian culture. Mythological symbols of East Mediterranean art in the Middle Ages. Semiotic aspects of the study of Bulgarian folkart and crafts.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Foreign language – Italian

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: Anelia Daleva, Department of Culturology

Course Contents:

This module includes the main lexical and grammatical elements of the Italian language as a whole. Students have the opportunity to do specially selected exercises which encourage communication and help break the language barrier. Students get to learn about Italian culture and way of life, and also about the rich cultural heritage of the country.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Foreign language – English

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Department of Culturology, Faculty of Arts

Lecturer: Tsvetelina Koteva, Department of Culturology

Course Contents:

This module aims to equip students with the ability to communicate clearly in English. By the end of the course they will be able to use a sufficient amount of words and phrases in order to be able to hold a conversation about cultural tourism, to present cultural objects and to understand and answer questions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.

2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Third semester – compulsory modules:

Ancient cultures on Bulgarian territory and cultural tourism

ECTS credits: 6

Form of assessment: continuous assessment and oral exam

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Professor Ph. D.H. Vassil Markov, Department of Culturology

Course Contents:

This module focuses on the material and spiritual heritage of Ancient Greece and Ancient Rome on the territory of modern-day Bulgaria and the Balkans, as well as the remains of the Thracian, Byzantine and Bulgarian culture from the Middle Ages through to the Bulgarian National Revival. Special attention is paid to the specific characteristics and achievements of each culture, their mutual influences and dimensions in time and space. The module draws the main directions of movement of those cultures and exposes the complex process of accumulation of cultural values on the Balkans and in South-Eastern Europe, which then becomes the base of European civilisation. Cultural heritage sites are seen as a valuable resource for cultural tourism development.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Foundations of tourism

ECTS credits: 4,5

Form of assessment: continuous assessment and oral exam

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Professor Ph. D. Georgy Georgiev, Department of Tourism

Course Contents: Nature and importance of tourism; different types of tourism. Main characteristics and development trends of tourism. Main tendencies in contemporary development of tourism; development factors. Tourist markets. Supply and demand.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Bulgarian folklore and cultural tourism

ECTS credits: 4,5

Form of assessment: continuous assessment and oral exam

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Ph. D. Dimitria Spasova, Department of Culturology

Course Contents:

The aim of this module is to broaden the students' knowledge and understanding of Bulgarian folklore. Those aspects of folklore which are particularly important for tourism are the main focus of the studies – such as traditional festivities, folk songs and tales, arts and crafts, etc. The students learn about established programmes which popularise tradition and folklore through cultural tourism.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks

- -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Tourist guiding

ECTS credits: 4,5

Form of assessment: continuous assessment and oral exam

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Ph. D. Donka Ivanova, , Department of Tourism

Course Contents:

The module aims to familiarise students with the theory and practice of tourist guiding and their importance for development of cultural tourism.

This module was included in the master's programme in recognition of the fact that there is a growing demand for highly qualified tourist guides who can provide quality talks and more in-depth information, and who possess wider knowledge of their subject.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

The Bulgarian Renaissance and its importance for cultural tourism

ECTS credits: 4,5

Form of assessment: continuous assessment and oral exam

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Ph. D. Dimitria Spasova, Department of Culturology

Course Contents:

This module discusses those examples of Bulgarian National Revival which have been successfully exploited by the tourist industry and have managed to attract a lot of attention to this period of Bulgarian history. The students learn about the Revival schools of architecture, crafts, arts, and the ways traditional crafts have been kept alive and popularised. They study established practices which have helped to turn heritage sites and craft fairs into major tourist destinations.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Third semester –elective modules:

Cultural management

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: doc.d-r Tatiana Stoichkova, Department of Culturology

Course Contents:

Cultural heritage is of imminent value to society, and its importance will continue to grow during the 21st century. In a world experiencing globalisation, cultural heritage is set to become more important in determining people's living environment and way of life. Cultural heritage should be treated as a necessary resource for the formation of cultural identity, as well as factor for sustainable development of society, regions and country. General questions of cultural policy are seen in political, administrative and national context, as well as in the specific context of Bulgarian society and its development. A variety of theoretical and empirical arguments are discussed.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature

- working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Cultural tourism resources

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: ch.ass d-r Grigor Grigorov, Department of Culturology

Course Contents:

This module offers a broad view of Bulgaria's different areas and their tangible and intangible cultural legacy. Bulgarian culture is seen in its various stages of development and geographical areas, taking into account the impact of climate and landscape on it. The module uses an approach, similar to the one used by dialectology to research the language development of different areas of the country. Culture is compared to dialects in order to better understand its regional differences and how they affect people's way of life, festivals and, celebrations, architecture, clothing, arts and crafts, etc.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Protocol of tourism

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: d-r J.Trifonova

Course Contents:

Protocol events – rules and practices; nature and stages of development of the Diplomatic protocol and ceremony; international meetings and seminars, and how to organize them; business presentation – specifics, preparation and presentation; organisation big holiday events and celebrations. Style and image of a company or an organisation; style and social behavior; main protocol events and banquets; daytime and evening receptions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Project management in cultural tourism

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: doc. d-r Liudmila Ivanova , Department of Tourism

Course Contents:

Course Contents:

New project initiatives in tourism. Structural approach to project management; levels of management. The life cycle of project management. Projects as means of implementation of the company strategy of a travel company. Projects and creativity in business; components of creativity; participants. Challenges, freedom, resources, characteristics of a working group. Management of the work range; structure of the work package. Plan of control points; organization management; preparation of contracts; determining roles and responsibilities. Time management. Methods of time planning and organisation. Structuring and managing cost. Approaches to estimating cost; quality management; risk management; international and cross-border projects.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project

3. Assessment: Continuous assessment includes a test and a course paper.

Foreign language – Italian

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Anelia Daleva, Department of Culturology

Course Contents:

This module includes the main lexical and grammatical elements of the Italian language as a whole. Students have the opportunity to do specially selected exercises which encourage communication and help break the language barrier. Students get to learn about Italian culture and way of life, and also about the rich cultural heritage of the country.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Foreign language – English

ECTS credits: 2

Form of assessment: continuous assessment

Semester: III

Department of Culturology, Faculty of Arts

Lecturer: Tsvetelina Koteva, Department of Culturology

Course Contents:

This module aims to equip students with the ability to communicate clearly in English. By the end of the course they will be able to use a sufficient amount of words and phrases in order to be able to hold a conversation about cultural tourism, to present cultural objects and to understand and answer questions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.

2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Fourth semester – compulsory modules:

Tour operator and tour agency work

ECTS credits: 3,5

Form of assessment: continuous assessment and oral exam

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Ph. D. Maria Stankova, Department of Tourism

Course Contents:

During this module the students will gain the skills and knowledge needed to plan and organise and manage tourist trips and develop new tourist destinations as tourist attractions. They will also be familiar with the legal framework within which the tourist industry in Bulgaria operates. The module focuses on the development of the tourist industry in Bulgaria, the tourist product and package, distribution and transport. The lectures follow the theory and move on to practice and everyday problems and challenges of the tourist industry.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Religious tourism and Christian holy sites

ECTS credits: 3,5

Form of assessment: continuous assessment and oral exam

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ch.ass. Ph. D. Grigor Grigorov, Department of Culturology

Course Contents:

This module begins with history of religious tourism in Bulgaria, its current state and possibilities for future development. We follow the history of the main concepts of a religious trip and the relationship between the pilgrim culture and the supernatural. The module explores the religious and anthropological ties of mankind with the pilgrimage phenomenon. The module focuses on two main tasks:

1. A systematic analysis of pilgrimage and main pilgrimage centres in Bulgaria.
2. Establishing a typology of tourism as a successor of the voluntary movement of settled people through space in search of peace of mind and religious enlightenment.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Cultural Tourism in the EU: conditions, principles, legislation

ECTS credits: 2

Form of assessment: continuous assessment and oral exam

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Svetlana Hristova, Department of Culturology

During this module the students will become familiar with international documents which describe the cultural routes and their categorisation, and also with the Bulgarian legislation which deals with cultural heritage and the protection of cultural sites. The students will learn about existing European routes for cultural tourism, listed by the European Union; they will see virtual tourist routes created through documentaries and presentations, and will be able to create a new tourist route in an area of their own choice.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature

- working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Cultural tourism and art

ECTS credits: 2

Form of assessment: continuous assessment and oral exam

Semester: IV Department of Culturology, Faculty of Arts

Lecturer: Professor Ph.D.H. Angel Angelov, Department of Culturology

Course Contents:

This module focuses on the time period between the late 17th century through to the late 19th century. It raises important questions such as when, why and how does tourism begin. Tourism is compared to other types of travel – like pilgrimage or journeys with a practical purpose. What are the values that motivate tourism? What is the role of visual art and literature for popularizing tourism? What role does the market play in popularising tourism, and how is art used to attract attention? Which are the most popular tourist routes during those two centuries? What are the social functions of tourism? Which social groups become tourists? All these questions and more will be discussed.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Protecting the cultural heritage – law and legislation

ECTS credits: 2

Form of assessment: continuous assessment and oral exam

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ass.prof. Ph.D. Pavel Pavlov

Course Contents:

This course of lectures introduces the students to the legislative model for protection of cultural heritage, the policies concerned with its preservation and the ways intelligence and counterintelligence is involved in it (the role and place of the special services). We look at problems which concern cultural heritage and national security, as well as border control and transport of valuable artifacts. Another important point is how Bulgarian laws, currently in place to protect cultural heritage, fit into the wider frame of international law.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper. There is also a final written exam. The final score is formed on the basis of continuous assessment plus exam result.

Fourth semester – elective modules:

Audio-visual documents and archives

ECTS credits: 2

Form of assessment: continuous assessment

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ass.prof.Ph.D. Maria Piskova , Department of History

Course Contents:

In the age of information technology creating and distributing information in audio-visual form prevails over the traditional text form. This module presents audio-visual documents, created with 19th century technology, and the institutions where those are kept, as well as the possibilities that new technology offers for preserving and showing them.

Students compare traditional and non-traditional documents and the different ways of processing, preserving and presenting them according to their specific features. This course presents the Bulgarian model of archiving audiovisual documents and compares it to international systems. It determines the methodological regulations and the order, organisation and usage of audio-visual documents in state archives and specialised institutions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Applied archeology

ECTS credits: 2

Form of assessment: continuous assessment

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: Ph.D. Miroslava Georgieva, Department of History

Course Contents:

During this course of lectures the students become familiar with the main principles of archeological research and also with the protection, popularisation and management of Bulgaria's rich cultural and historic heritage. The module focuses also on the place archeology takes in Bulgaria's culture today as well as the government's policies put in place to protect valuable archeological discoveries. The module includes visits to archeological sites and museums.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - course project
3. Assessment: Continuous assessment includes a test and a course paper.

Contemporary processes in art

ECTS credits: 2

Form of assessment: continuous assessment

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: Prof.Ph.D. Nina Hristova, Department of History

Course Contents:

This module gives a broad view of the present-day problems of theory and history of visual art. History of art is an important part of this module with the main focus being on structure of the image, figure, composition, construction, abstraction and space. The perception of time and space in two-dimensional and three-dimensional art are discussed.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Social psychology and cultural tourism

ECTS credits: 2

Form of assessment: continuous assessment

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ass.prof.Ph.D. Maria Vulkova, Department of Culturology

Course Contents:

This module analyses the results of several empirical studies which portrait a typical customer of the cultural tourism industry with his main social and psychological characteristics. The cultural tourists' motivation, interests, expectations and requirements are seen and examined. We look at tourists' behavior and holiday preferences and how and why they change; is it entertainment, or exotic adventures that they seek, etc. How is the behavior of the tourist altered by his own culture, and what are the most common misunderstandings resulting from cultural differences.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Cultural tourism and postmodernity

ECTS credits: 2

Form of assessment: continuous assessment

Semester: IV

Department of Culturology, Faculty of Arts

Lecturer: ch.ass. Ph.D. Luchezar Antonov, Department of Culturology

Course Contents:

This module follows the main historical stages of development of cultural tourism and the relevant phases of development of the consumerist society. During the course the students will be able to study various philosophical sociological concepts of modernity and post-modernity, and how cultural tourism illustrates the structural transformations of the modern, or “Fordist”, to the postmodern, or “post-Fordist” models of production. Cultural tourism will be discussed and analysed both as a product of modernity and a phenomenon of postmodernity which reflects, in its ever-changing dynamics, the wider social changes resulting from industrialisation and deindustrialisation, changes in models of production, marketing and advertising, and the growing interest in cultural and historical heritage.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - reading specialised literature
 - working on chosen tasks
 - -course project
3. Assessment: Continuous assessment includes a test and a course paper.

Foreign language – Italian

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Department of Culturology, Faculty of Arts

Lecturer: Anelia Daleva, Department of Culturology

Course Contents:

This module includes the main lexical and grammatical elements of the Italian language as a whole. Students have the opportunity to do specially selected exercises which encourage

communication and help break the language barrier. Students get to learn about Italian culture and way of life, and also about the rich cultural heritage of the country.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.

Foreign language – English

ECTS credits: 2

Form of assessment: continuous assessment Semester: II

Department of Culturology, Faculty of Arts

Lecturer: Tsvetelina Koteva, Department of Culturology

Course Contents:

This module aims to equip students with the ability to communicate clearly in English. By the end of the course they will be able to use a sufficient amount of words and phrases in order to be able to hold a conversation about cultural tourism, to present cultural objects and to understand and answer questions.

Study and assessment:

1. Group study: A course of lectures, using a variety of books and texts, as well as multimedia and video materials, maps, schemes and other interactive methods of teaching.
2. Self-preparation:
 - working on chosen tasks
3. Assessment: Continuous assessment includes a test.