

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: two semesters for students with a bachelor’s degree in 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

First semester	ECTS credits	Second 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 TWO SEMESTERS: 60 CREDITS

DESCRIPTION OF MODULES

First semester – compulsory modules:

Ancient cultures on Bulgarian territory and cultural tourism

ECTS credits: 6

Form of assessment: continuous assessment and oral exam

Semester: I

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: I

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: I

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: I

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: I

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.

First semester – elective modules:

Cultural management

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

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: I

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: I

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: I

Department of Culturology, Faculty of Arts

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

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: 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.

Second semester – compulsory modules:

Tour operator and tour agency work

ECTS credits: 3,5

Form of assessment: continuous assessment and oral exam

Semester: II

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: II

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: II

Department of Culturology, Faculty of Arts

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

Course Contents:

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: II

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: II

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.

Second semester – elective modules:

Audio-visual documents and archives

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

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: II

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: II

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: II

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: II

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: 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.