

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Management and Business</i>	
<b>Code:</b> 7KTH/CULHE-ER/24	<b>Course title:</b> <i>Cultural Heritage</i>
<b>Type, scope and method of educational activity:</b> <i>Scope of the subject: lecture and seminar</i> <i>Scope of educational activities: 1 hour lecture / 1 hour seminar per week</i> <i>Method of educational activities: Combined; max. 30% distance, using MS Teams, Moodle or other applications and platforms</i>	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> <i>Programme of Study for English Speaking Students (ERS)</i>	
<b>Study grade:</b> 1.	
<b>Prerequisites:</b> -	
<b>Conditions for passing the course:</b> <i>Course assessment and completion: continuous evaluation (classified)</i>  <i>Continuous evaluation:</i> <i>a) systematic work in the lesson according to the teacher's instructions</i> <i>b) elaboration, presentation and submission of a semester project on a given issue according to the instructions of the teacher - 15 points (30% of the course evaluation)</i> <i>c) passing a written test at the end of the semester - 35 points (70% of the course evaluation)</i>  <i>Final evaluation:</i> <i>The success criteria for the classification levels are as follows: A: 100.00 - 90.00%; B: 89.99 - 80.00%; C: 79.99 - 70.00%; D: 69.99 - 60.00%; E: 59.99 - 50.00%; FX: 49.99 and less% at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The student must develop, present and submit a semester project in order to participate in a written test and thus obtain an overall assessment and credits based on the criteria of success.</i>  <i>Completion of the course is conditioned by successful completion of the set conditions and fulfillment of the conditions of participation according to the Study Rules of the University of Presov.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course Cultural Heritage will acquire knowledge about history of architecture. Get base information how monuments and heritage sides can be used for activity in tourism. He/she will has ability too present related topics on the public. He/she will</i>	

*has the ability to know and understand the area, while having the following qualification standards:*

*Knowledge, the student knows are to:*

- acquire knowledge on projects in the framework of cultural tourism,*
- be informed about organizations and other subjects active in the field of culture and followed by tourism industry (in Slovakia and selected countries in the world),*
- define, mark selected styles, mark their features in the field of architecture, painting and sculpture,*
- identify the features of individual styles in selected important monuments in Slovakia,*
- to express and discuss in the field of culture and the arts,*
- assign important art representatives to the style and identify their most famous works,*
- clarify the use of monuments for tourism destinations,*
- understands the need to protect monuments for future generations and for tourism,*
- formulate and defend their views on the connection between art and tourism, - reduce from the amount of information related to culture and distinguish it for the needs of application in tourism (Touring guide - interpretation, brochure, product of cultural tourism, as part of the tourist product, etc.)*

*Skills, the student is able to:*

- apply elements of culture for the needs of tourism (promotional material, compilation of a specific product, in the presentation of the tourist destination),*
- assess the appropriateness and state the reason for linking cultural and tourism issues to other subjects,*
- attends a short excursion,*
- identify selected styles and describe their elements in practical exercises in the field.*

*Competences, the student is able to:*

- work independently and in a team,*
- estimate the need,*
- further education in the field (as appropriate practice),*
- adhere to the prescribed requirements for projects, products, necessary materials related to culture and tourism.*

**Course content:**

- 1. Introduction to the subject (definition and overview of different styles)*
- 2. Type of cultures*
- 3. The importance of cultural heritage in tourism.*
- 4. Organization of culture in Slovakia*
- 5. Protection of cultural monuments, selected international organizations*
- 6. Culture and monuments from Antiquity and their use in tourism*
- 7. Romanesque monuments and their use in tourism*
- 8. Monuments from the Gothic period and their use in tourism*
- 9. Monuments from the Renaissance I. and their use in tourism*
- 10. Monuments from the Baroque period and their use in tourism*
- 11. Monuments from the classicism period and their use in tourism*
- 12. Excursion: Historical center of Prešov, Regional museum, Solivary,*
- 13. "ISMS" of the 19th century and the use of their monuments in tourism*

**Recommended literature:**

BUTORACOVÁ ŠINDLERYOVÁ, I., A. ČAJKOVÁ a K. ŠAMBRONSKÁ, 2019. *Pilgrimage in Slovakia- A hidden opportunity for the management of secular objects?* [online]. In *Religions*. Vol. 10, No. 10, s. 1 – 21. ISSN 2077-1444. Dostupné na: <https://www.mdpi.com/2077-1444/10/10/560>

CAMPELO, A., REYNOLDS, L., LINDGREEN, A. and BEVERLAND, M., 2019. *Cultural Heritage*. Routledge. ISBN 9781138092822.

HARBISON, R., 2011. *Travels in the History of Architecture*. London: Reaktion books. ISBN 9781861894359.

MOFFETT, M., FAZIO, M. W. and L. A. WODEHOUSE, 2004. *World history of architecture*. London: Laurence King Pub. ISBN 978-1856693714.

PAROWICZ, I., 2019. *Cultural Heritage Marketing. A Relationship Marketing Approach to Conservation Services*. Springer. ISBN 978-3-030-00286-2.

ZUKOWSKI, J., 2019. *Chronology of Architecture*. London: Thames & Hudson. ISBN 9780500343562.

**Language which is necessary to complete the course:** *English Language*

**Notes:**

*Load distribution per student:*

*30% - teaching activity*

*20% - preparation of seminar work and semester project*

*10% - presentation of seminar work and semester project*

*40% - self-study, study of literature and preparation for the final evaluation*

*An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs*

**Course evaluation**

Total number of students evaluated: 35

A	B	C	D	E	FX
100%	0%	0%	0%	0%	0%

**Lecturers:**

*L – lecturer: doc. Ing. Kristína Šambronská, PhD.*

*S – seminar: doc. Ing. Kristína Šambronská, PhD.*

**Date of last change:** 01. 09. 2023

**Approved by:**