

## **MA IN CULTURAL TOURISM (TAUGHT IN BULGARIAN)**

**Brief presentation of the program:** The program is interdisciplinary in its character, representing the intersection between tourism and culture. Relies on the utilization of complex knowledge and skills in areas that affect cultural tourism. These are skills and knowledge, understood as a way of life, specialized types of tourism, assessment of satisfaction of tourists, public relations, local development and cultural resources. The courses provide theoretical training of students, include practical sessions, presented problems in a diverse geographical and historical context, covering specific knowledge in the field of tourism, the regulations, the development of projects. The program offers building on semester for candidates with degree of "professional bachelor" - colleges for tourism or economy.

### **Major and professional qualification**

**Major:** Cultural tourism

**Qualification:** Master in Cultural Tourism

### **PPROGRAM**

#### **First semester courses**

##### ***BASIC COURSES***

**APTM100 Tourism - Economic and social aspects** 30 academic hours, 3 credits

**APTM101 Organizational structure of the tourism industry** 30 academic hours, 3 credits

**APTM102 Specialized types of tourism (religious, wine, etc.)** 30 academic hours, 3 credits

**APTM104 Regionalization and Development** 30 academic hours, 3 credits

**APTM105 Social psychology and tourist behavior** 30 academic hours, 3 credits

**APTM106 Historical locations as tourist object** 30 academic hours, 3 credits

**APTM107 Art of Ancient Thrace in the system of cultural tourism** 30 academic hours, 3 credits

##### ***EXTRACURRICULAR FORMS OF TRAINING (credit courses)***

**APTM108 Workshop (visits of cultural heritage places and discussions with field experts)**

30 academic hours, 1/2, 3 credits

**APTM109 Individual work: Tourism - Economic and social aspects** 30 academic hours, 3 credits

**APTM110 Seminar: Art of Ancient Thrace in the system of cultural tourism**

30 academic hours, 3 credits

**APTM111 Practice: Organizational structure of the tourism industry** 30 academic hours, 3 credits

**APTM112 Individual work: specialized types of tourism** 30 academic hours, 3 credits

**APTM113 Traveling Seminar: Regional tourism practices** 30 academic hours, 1/2, 3 credits

**APTM114 Individual work: Social psychology and tourist behavior** 30 academic hours, 3 credits

#### **Second semester courses**

##### ***BASIC COURSES***

**APTM200 Cultural heritage in Bulgaria** 30 academic hours, 1/2, 3 credits

**APTM201 Advertising and Public Relations of cultural tourism** 30 academic hours, 3 credits

**APTM202 Cultural resources and local development** 30 academic hours, 3 credits

**APTM203 Bulgarian art** 30 academic hours, 3 credits

**APTM204 Information systems and new technologies in cultural tourism**

30 academic hours, 3 credits

**APTM205 Historical and holy places in the Balkans** 30 academic hours, 3 credits  
**MSCM910 Global, national and regional cultural and historical reserves and landmarks in Bulgaria**  
30 academic hours, 3 credits

***EXTRACURRICULAR FORMS OF TRAINING (credit courses)***

**APTM108 Workshop (visits of cultural heritage places and discussions with field experts)**  
30 academic hours, 2/2, 3 credits  
**APTM113 Traveling Seminar: Regional tourism practices** 30 academic hours, 2/2, 3 credits  
**APTM207 Practice: E-Tourism and Technology (sites and services)** 30 academic hours, 3 credits  
**APTM208 Practice: Museums and galleries** 30 academic hours, 3 credits  
**APTM211 Individual work: cultural heritage in Bulgaria** 30 academic hours, 1/2, 3 credits  
**APTM313 Seminar: Byzantine Constantinople** 30 academic hours, 3 credits

**Third semester courses**

***BASIC COURSES***

**APTM200 Cultural heritage in Bulgaria** 30 academic hours, 2/2, 3 credits  
**APTM301 Migration and Leisure time** 30 academic hours, 3 credits  
**APTM302 Event Management** 30 academic hours, 3 credits  
**APTM304 Evaluation of tourist's satisfaction** 30 academic hours, 3 credits  
**APTM305 Basics of financial analysis of tourism** 30 academic hours, 3 credits  
**APTM306 World tourist destinations (North Africa and Latin America)** 30 academic hours, 3 credits  
**APTM307 Social life of monuments** 30 academic hours, 3 credits

***EXTRACURRICULAR FORMS OF TRAINING (credit courses)***

**APTM220 Internship** 150 academic hours, 15 credits

**Upgrading semester**

***BASIC COURSES***

**APLM008 Myth, ritual, religion** 30 academic hours, 3 credits  
**APLM010 Cultural Anthropology** 30 academic hours, 3 credits  
**APLM011 Basics of Sociology** 30 academic hours, 3 credits  
**APLM117 Inheritance Anthropology** 30 academic hours, 3 credits  
**APLM230 Anthropology of the Black Sea** 30 academic hours, 3 credits  
**GEOM107 Geological and natural phenomena** 30 academic hours, 3 credits  
**GEOM213 Folklore and Tourism** 30 academic hours, 3 credits

***EXTRACURRICULAR FORMS OF TRAINING (credit courses)***

**APLM015 Individual work: Myth, ritual, religion** 30 academic hours, 3 credits  
**APLM016 Individual work: Cultural Anthropology** 30 academic hours, 3 credits  
**APLM017 Individual work: Foundations of sociology** 30 academic hours, 3 credits  
**APLM018 Individual work: Anthropology of the Black Sea** 30 academic hours, 3 credits  
**APLM119 Seminar: East of Sofia** 30 academic hours, 3 credits  
**APLM241 Project: Anthropology heritage** 30 academic hours, 3 credits  
**GEOM163 Individual work: Alternative Tourism** 30 academic hours, 3 credits