

Faculty of Culture and Tourism

The specificity of the master's program in Culture and Tourism at the Faculty of Culture and Tourism is the fact that it is multidisciplinary. Master studies in Culture and Tourism offer a unique combination of cultural, sociological, economic and managerial disciplines. This approach allows students to understand the complexity and impact of cultural tourism on the local and global community.

Since tourism is one of the fastest growing industries in the world, the Master's degree in Culture and Tourism allows students to get involved in this growing sector and acquire the necessary knowledge and skills for a successful career in this field. The Master's degree in Culture and Tourism teaches students how to develop tourism in a sustainable way, taking into account environmental, economic and sociocultural factors.

The Culture and Tourism program allows students to explore and understand the cultural heritage of different regions and countries, which includes the study of traditions, customs, language, art and history, which contributes to the preservation and promotion of cultural heritage. This program teaches students an innovative approach in cultural tourism, including the use of technology, digital marketing and creative strategies.

The specificity of this program is that it provides opportunities for international experience, since students have opportunities for study trips, exchanges and cooperation with universities and organizations around the world, which create international connections.

Culture and tourism- curriculum

<p><u>I semester</u></p> <ol style="list-style-type: none"> 1. History of ideas 2. Research methodology 3. History of the art of Montenegro 4. Creative industries I 5. Intangible cultural heritage 6. Sociocultural anthropology 7. Chinese history and religion 	<p><u>II semester</u></p> <ol style="list-style-type: none"> 1. Culture and globalization 2. Research methodology and presentation of research projects 3. Ethnography of the Mediterranean 4. Cultural heritage as a function of tourism development 5. Creative industries II 6. Museums and material cultural heritage 7. Chinese art and literature
<p><u>III semester</u></p> <ol style="list-style-type: none"> 1. Philosophy of digitization 2. Research methodology III 3. Project management in culture and tourism 4. Cultural tourism 	<p><u>IV semester</u></p> <p><i>MASTER THESIS</i></p>

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| 5. Creative industries in culture and tourism | |
| 6. Anthropology of travel and tourism | |
| 7. Chinese society and culture | |
| 8. Planning and organization of cultural events | |

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International hospitality management – VATEL

Master academic studies "International Hospitality Management" are realized at the Faculty of Culture and Tourism as part of the study program Vatel – International Hospitality Management. This academic program was founded in cooperation with the Azmont Investment group and the Vatel International Business School for Hotel and Tourism Management from France. The Vatel group currently has 55 schools in 33 countries on 4 continents and over 39,000 alumni and is one of the leading higher education institutions in the field management, tourism and hotel industry in the world. The quality of the Vatel School's work was officially confirmed in 2016, when it was officially declared the best hotel management school in the world by representatives of the hotel industry.

"International hotel industry and management" - VATEL – curriculum

<p><u>I semester</u></p> <ol style="list-style-type: none"> 1. MARKETING STRATEGY 2. ECONOMY OF TOURISM AND HOSPITALITY 3. FINANCIAL ANALYSIS 4. TAXATION 5. HUMAN RESOURCES 6. FOREIGN LANGUAGES II – (English language) 	<p><u>II semester</u></p> <ol style="list-style-type: none"> 1. CATERING STRATEGY 2. ECONOMIC LAW 3. COMPUTER SCIENCES 4. OPERATIONAL AUDIT 5. BUSINESS STRATEGY 6. FOREIGN LANGUAGES 1 – (French language) 7. Professional practice
<p><u>III semester</u></p> <ol style="list-style-type: none"> 1. OPERATIONAL MANAGEMENT 2. FINANCIAL MANAGEMENT 3. MARKETING MANAGEMENT 4. HUMAN RESOURCE MANAGEMENT 5. BUSINESS STRATEGY 6. FOREIGN LANGUAGE 	<p><u>IV semester</u></p> <p><i>VIBG (tutoring)</i></p> <p><i>FINAL DISSERTATION (tutorship)</i></p> <p><i>FINAL DISSERTATION (oral defense)</i></p> <p><i>MANAGEMENT TRAINING (6 months)</i></p>

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