



SOUTHWESTERN UNIVERSITY "NEOFIT RILSKI"
FACULTY OF ARTS

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DEPARTMENT OF CULTURAL STUDIES
ECTS Information Pack

Specialty "Culture and cultural tourism"

Educational qualification: Bachelor's degree

Professional qualification: Bachelor of Culture and cultural tourism

Form of education: regular

Duration of study: 4 years

QUALIFYING CHARACTERISTICS

The Bachelor's program "Culture and Cultural Tourism" provides training that includes both theoretical knowledge and the acquisition of practical skills and competencies in three areas:

1. Acquisition of fundamental knowledge related to the theory and history of culture through academic disciplines dedicated to:

- The culture of the Ancient East;
- Ancient culture and ancient cultures on the Bulgarian lands;
- Medieval European and Bulgarian culture;
- The culture of the European Renaissance and the Bulgarian Revival;
- Trends in modern world and Bulgarian culture;
- The interpretation of culture through the prism of various social and human sciences, cultural management and marketing.

2. Studying the essence of tourism and specifics of different types of tourism, economy and legal framework of tourism, etc.

3. Acquiring practical knowledge of:

- Tour operator and travel agency activity;
- Development of routes for cultural tourism;
- Work in the field of tourism marketing and management;
- Work in the field of hospitality and catering;(restaurant industry)
- Advertising in the field of cultural tourism, etc.

Education in the specialty "Culture and cultural tourism", OCS "Bachelor" is structured in three sections - compulsory, elective and optional subjects.

Compulsory subjects in the Curriculum are practical and theoretical. They create competences in students both in the field of culture and in the field of tourism. In the first five

semesters, block disciplines are taught, aimed at all three specialties of the "Cultural Studies" department - "Cultural Studies and Cultural Management", "Culture and Cultural Tourism" and "Culture and Media". The organization of a common flow within the professional direction is necessary both from the need for students to acquire fundamental knowledge in the field of anthropology and cultural sciences at the beginning of their studies, as well as from the requirement for economic efficiency of the studies. The next three semesters, the education is carried out with in-depth specialization in the field of tourism.

Elective subjects are distributed throughout the entire period of training and give students the opportunity to deepen their desired theoretical and practical knowledge.

An important part of the training is **the practices in various institutions** on the territory of Blagoevgrad and beyond. The purpose of the educational process, combining theoretical knowledge and practical skills, is to form professional competencies in the field of tourism and culture, which will increase the opportunities for successful realization of future specialists.

The professional realization of the graduates of the specialty "Culture and cultural tourism" with the educational and qualification degree "Bachelor" and the professional qualification "Bachelor in culture and cultural tourism" **can work in the professions** with the following indexes from the national classifier of professions 1124, 1125, 11431, 1152, 1157, 1234, 1237, 2451, 2452, 2471, 2472, 2473, 3431, 3441, 3442, 3443, 3444, 3445, 3446, 3447, 3448, 3474, 3478 5115, 5116, 5122, 5145, 5146.

More specifically, specialists are being trained for the following professional fields:

- in the national, regional and municipal cultural institutions;
- in centers dealing with scientific research and applied activity in the field of cultural tourism and preservation of cultural heritage;
- in institutions related to the preservation of cultural heritage;
- in tourist centers, tour operator companies, hotel complexes and hotels;
- in museums and other institutions related to the preservation and display of objects of cultural heritage and contemporary cultural values;
- in non-governmental organizations dealing with cultural heritage and efforts to preserve it;
- in museums and other institutions related to the preservation and display of objects of cultural heritage and contemporary cultural values;
- in the field of business related to the cultural sphere, tourism, hospitality.

CURRICULUM

| FIRST YEAR | | | |
|---|------------------|---|------------------|
| First semester | ECTS credits | Second semester | ECTS credits |
| Compulsory disciplines | | Compulsory disciplines | |
| Theory of culture | 7.0 | Ancient cultures - part 2 | 6.5 |
| Ancient cultures - 1 part | 7.0 | Cultural Anthropology - Part 2 | 6.5 |
| Cultural anthropology - 1 part | 7.0 | European cultural policies | 6.5 |
| Art and communication | 7.0 | Practice 1 | 3.0 |
| Sport /selectable type of sport/ | | Sport /selectable type of sport/ | |
| Optional disciplines (choose one of the proposed ones) | | Elective disciplines (choose three of the proposed ones) | |
| Foreign language | 2.0 | Foreign language | 2.5 |
| Academic writing | 2.0 | How to understand visual art | 2.5 |
| Written and spoken culture | 2.0 | Culture of the Etruscans | 2.5 |
| General and applied ethics | 2.0 | Creation and management of projects in the field of culture and tourism | 2.5 |
| | | European institutions in the field of culture and tourism | 2.5 |
| | | Theory and practice of verbal communication | 2.5 |
| | | History of tourism | 2.5 |
| | Total: 30 | | Total: 30 |
| SECOND YEAR | | | |
| Third semester | ECTS credits | Fourth semester | ECTS credits |
| Compulsory disciplines | | Compulsory disciplines | |
| Culture of the Renaissance | 6.0 | Culture of modernity - 1 hour /XVII-XVIII centuries/ | 4.0 |
| Ancient cultures on the Bulgarian lands | 6.0 | Culture and sustainable development | 4.0 |
| Culture and communication - 1 part | 6.0 | Visual culture | 4.0 |
| Anthropology of the Middle Ages | 6.0 | Culture and communication - part 2 | 4.0 |
| | | Cultural tourism and postmodernity | 4.0 |
| | | Introduction to tourism | 4.0 |
| Elective disciplines (choose two of the proposed ones) | | Elective disciplines (choose two of the proposed ones) | |
| Foreign language | 3.0 | Foreign language | 3.0 |
| Corporate culture | 3.0 | Fashion and lifestyle | 3.0 |
| Ancient Thracian heritage in Bulgarian folk culture | 3.0 | Cultural profiling of tourist destinations | 3.0 |
| Cultural tourism | 3.0 | Cultural tourism in the EU - principles, legal basis | 3.0 |
| Regional specificity and museum expositions | 3.0 | Historical demography and cultural heritage | 3.0 |
| An Introduction to Thracian Archaeology | 3.0 | The gesture system in the Bulgarian Middle Ages | 3.0 |
| | | Contemporary interpretation of cultural heritage | 3.0 |
| | Total: 30 | | Total: 30 |
| THIRD YEAR | | | |
| Fifth semester | ECTS credits | Sixth semester | ECTS credits |
| Compulsory disciplines | | Compulsory disciplines | |
| Culture of modernity – part 2 /XIX-XX century/ | 4.5 | Bulgarian folk culture | 4.5 |
| Semiotics of culture | 4.5 | Tour operator and agency activity | 4.5 |
| Religion and culture | 4.5 | Tourist exhibitions and tourist exchanges | 4.5 |
| Socialization of cultural heritage | 4.5 | Economics of tourism | 4.5 |
| Everyday culture | 4.5 | Educational tourism | 4.5 |
| Practice /2/ | 1.5 | Context in the tourism industry | 3.0 |
| Elective disciplines (choose two of the proposed ones) | | Elective disciplines (choose two of the proposed ones) | |
| Foreign language | 3.0 | Foreign language | 3.0 |
| Cultural animation of folklore | 3.0 | Intercultural communications in tourism | 3.0 |
| Internet communication | 3.0 | Technology and organization of tour guiding activity | 3.0 |
| Christian art in the Bulgarian lands | 3.0 | Tourist markets | 3.0 |
| The Myth of the Earthly Paradise | 3.0 | Adventure tourism | 3.0 |
| Applied semiotics – Brand management | 3.0 | Advertising in tourism | 3.0 |
| National tourist sites in Bulgaria | 3.0 | Public relations | 3.0 |
| | | Marketing Research in Tourism | 3.0 |
| | | Bulgarian folk art | 3.0 |
| | | Popular culture | 3.0 |
| | Total: 30 | | Total: 30 |

| FOURTH YEAR | | | |
|---|------------------|--|---|
| Seventh semester | ECTS credits | | Eighth semester |
| Compulsory disciplines | | | Compulsory disciplines |
| Culture of the Bulgarian Middle Ages | 5.5 | | Europe: values, geographies, legacies |
| Culture of the Bulgarian Revival as an object of cultural tourism | 5.5 | | Bulgarian culture: traditions and modernity |
| Tourism in the Balkan region | 5.5 | | Entrepreneurship and small business in tourism |
| Culture of Bulgarian communities abroad and of foreign ethnic groups in our country | 5.5 | | Designing a tourist route and preparing guided talks |
| Practice /4/ | 2.0 | | |
| Elective disciplines (choose two of the proposed ones) | | | Optional disciplines (choose one of the proposed ones) |
| Sustainable tourism management | 3.0 | | Financing and crediting of tourism |
| Tourism and leisure | 3.0 | | Legal and regulatory framework of tourism |
| Insurance in tourism | 3.0 | | Cultural studies |
| Hospitality and restaurant industry | 3.0 | | Event tourism |
| Information technologies in tourism | 3.0 | | |
| The Bulgarian custom and ritual system | 3.0 | | |
| Bulgarian folk mythology | 3.0 | | |
| Traditional Bulgarian crafts and arts | 3.0 | | |
| Entrepreneurship in the field of culture | 3.0 | | |
| Balkan cultural centers in the Middle Ages | 3.0 | | |
| | Total: 30 | | Total: 30 |

Of the four years of study: a total of 240 credits

ANNOTATIONS OF STUDY DISCIPLINES

I. MANDATORY DISCIPLINES

THEORY OF CULTURE

ECTS credits: 7.0

Weekly horarium: 3 l., 1 u.

Knowledge check form: current control

Type of exam: written and oral

Semester: I

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Lachezar Antonov

Annotation: "Theory of culture" is a fundamental theoretical discipline studying the issues related to understanding the nature of culture as a social phenomenon, its multifaceted interpretation and interpretations. The Theory of Culture course traces the main historical stages of the development of the scientific discourse on culture, as well as the related interdisciplinary research approaches to the problems of culture.

Course content: The concept of "culture" in historical perspective: Antiquity, Middle Ages, Modern times. Classification of definitions of culture. Culture and Civilization. Anthropological and sociological concepts of culture. Culture and tradition. Culture and human activity. Symbolic and psychoanalytic concepts of culture. Culture and art. Culture, myth, religion. The nature of artistic culture. The playful nature of culture. System, structure and functions of culture. Prerequisites, essences development of the phenomena "mass culture", "subculture", "anticulture".

Learning Technology and Assessment: The educational process is built on an interactive methodology, which implies the participation of students in the critical analysis of various cultural texts, which have a key role in the formation and understanding of one or another aspect of the concept of culture. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

ANCIENT CULTURES – PART 1

ECTS credits: 7.0

Weekly horarium: 3 l., 1 u.

Knowledge check form: current control

Type of exam: written and oral

Semester: I

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of the cultures of the Ancient East; to stimulate their creative thinking; to prepare students for independent work with written, archaeological and visual art sources, as well as with modern scientific literature; to prepare students for independent development of an essay on a certain scientific problem;

Content of the course: The course studies the cultures of ancient Egypt and the Bilingualism, of Ancient Persia, the cultures of the ancient peoples of Asia Minor and Asia Minor, the Aegean culture. Particular attention is paid to both the specific features and achievements of individual cultures, and their mutual influences, both in time and space. An attempt was made to outline the directions of movement, as well as the complex process of accumulation of cultural values in the Old World, which became the basis for the construction of European civilization.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent training, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

CULTURAL ANTHROPOLOGY – PART 1

ECTS credits: 7.0

Weekly horarium: 3 l., 1 u.

Knowledge check form: current control

Type of exam: written and oral

Semester: I

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: A major emphasis in the offered course in cultural anthropology is the relationship between the development of forms of social organization and systems of control and regulation in different societies using a variety of symbolic means.

The lecture course is structured in modules presenting sequentially: the emergence of classical anthropology and main stages in the development of anthropological science from the middle of the 19th to the middle of the 20th century, while the development of the most significant anthropological ideas and their deployment in leading currents and schools of the science of man and his culture; evolution of the human-nature relationship; man as a social being and the symbolic assimilation of the world by the "savage" (the peculiarities of "savage thought").

Course content: Through the history and theoretical research of anthropology from the middle of the 19th century to the first half of the 20th century (approaches, schools, paradigms); principles and methods of field research; on the beginnings of human culture: the syncretic world, the "poetic" thinking and magical behavior of "primitive" man; totems, taboos, prehistoric "art"; transmission of information among literate peoples; memory culture; dialectics of myth; primary forms of social organization: theories of the family and types of marriage; genus, clan, tribe, ethnic group; emergence of the nation as a social organization of cultural differences.

Learning technology and assessment: Within the course, students are required to regularly attend lectures and take part in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of student participation in the seminars and discussions. To shape their final grade, students must develop an essay or make a presentation (optional) on predetermined topics and take a test establishing the general level of preparation.

ART AND COMMUNICATION

ECTS credits: 7

Weekly horarium: 3 l., 1 u.

Knowledge check form: current control

Type of exam: written and oral

Semester: I

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying art as a communication system, its place in the system of sciences, the role of aesthetics in integrating knowledge about art. The lecture course presents a panorama of scientific knowledge about art with a logically justified aspiration to systematize it in two ways. On the one hand, as part of the general system of scientific knowledge and on the other - as a special scientific system that epistemologically covers artistic practice in the past and in its modern development. Students are offered a working model for the total system of scientific knowledge about art, which includes as its main components: the knowledge about art obtained from individual private sciences in social science and natural science; the theories and concepts brought out in the artistic practice itself; the philosophy of art and aesthetics, insofar as the latter is organically related to it. In the exercises students master various competences related to the nature of art and the critical interpretation of knowledge about art acquired from different scientific fields. The exercises are based on pre-assigned questions supplementing the lecture material.

Content of the study discipline: Versatility and integrity of art; Art as a subject of aesthetics; The problem of the essence of the aesthetic in the history of theoretical thought; Essence of the aesthetic; Art as a manifestation of the aesthetic attitude; Art as a specific human activity; Specificity of the artistic image; Art content and form; Art as an object of cultural studies; Art in the subject of sociology; Art in the system of psychology; Art and Epistemology; Art from the point of view of semiotics; Art in Information Theory; Art and pedagogy; The private (professional) sciences of art; Art and integrity; For the complex approach in the study of art; The system of art sciences

Teaching and assessment technology: The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities - business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester.

The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

ANCIENT CULTURES – PART 2

ECTS credits: 6.5

Weekly horarium: 3 l., 1 u.

Knowledge check form: current control

Type of exam: written and oral

Semester: II

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of ancient cultures; to stimulate their creative thinking; to prepare students for independent work with written, archaeological and visual sources, as well as with modern scientific literature; to prepare students for independent development of an essay on a certain scientific problem.

Content of the course: The course covers the cultures of Ancient Hellas and Ancient Rome. Special attention is paid both to the specific characteristics and achievements of individual cultures, and to their mutual influences, both in time and in space.

An attempt was made to outline the directions of movement, as well as the complex process of accumulation of cultural values, which became the basis for the construction of European civilization. With the seminars in the studied discipline, the aim is both to condense and detail the information that the students receive from the course lectures, as well as to build in them practical skills for working with the monuments of architecture and visual arts, with written sources and with modern scientific literature.

The development of students' independent skills is sought for a comprehensive cultural-historical analysis of ancient culture.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent preparation of students, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project.

Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

CULTURAL ANTHROPOLOGY – PART 2

ECTS credits: 6.5

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: II

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Lachezar Antonov

Abstract: The proposed course follows the content and methodology reorientations of anthropology in the 20th century modern societies on the territory of the modern city; the restructuring of traditional forms of belonging (family, kinship, national territory and the "anthropological place" in general) and the development of new identities. Special attention is paid to the perspectives of the anthropology of modernity and the possibility of legitimizing this science in the absence of the so-called "primitive cultures".

Course content: Development of urban anthropology. Origin and history of the city as a cultural institution; the city as a territory of modern society: public spaces of the city. City and universal exchange: the market, the shop window, the arcade, the mall, the "second-hand" shops. Changing position: from shopper to flâneur. City and consumption: "I buy - therefore I exist". Female and male sphere of consumerism. City and Body: The Body in the Ancient City. Geometry of the Body in the Roman City. The compassionate body of the Christian community. Moving Bodies: The Fear of Touch. Festivals and release of the body. The civilized body: difference and indifference. The postmodern metropolis; the cities on the "edge". Place, identity and memory: the city as palimpsest and terrain for politics of memory and forgetting.

Learning technology and assessment: Within the course, students are required to regularly attend lectures and take part in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of student participation in the seminars and discussions and by the results of the test establishing the general level of preparation. To shape their final assessment, students must (optionally) develop an 'analysis' type coursework on pre-assigned topics or conduct their own micro-field research, the results of which they present in a presentation.

EUROPEAN CULTURAL POLICIES

ECTS credits: 6.5

Weekly horarim: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: II

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Chief Assist. Prof. Dr. Anastas Ifandiev

Abstract: The lecture course is aimed at revealing the nature and development of cultural policies in the European Union. The study material is structured as follows: 1) historical development of the idea of cultural policy; 2) the institutions of the European Union (EU); 3) legislation and cultural programs; 4) Programs funding arts and culture. The goal is for students to gain in-depth knowledge of the theoretical and practical problems of European cultural policy and to become familiar with the main approaches to its implementation in modern conditions. The main tasks that should be solved during the implementation of the curriculum are: acquiring knowledge about the theoretical foundations and the development of the cultural policies of the EU.

Course content: The role of culture and the arts in strategies for socio-cultural development. Definition of cultural policies. Institutional prerequisites for the development of cultural policies in the EU. European legislation in the field of arts and culture. Cultural programs. Cultural industries. Cultural diversity. European regions, regional culture. European capital of culture.

Teaching and assessment technology: Teaching in the subject is carried out in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, providing the necessary connection between the topics. In the process of familiarizing the students with the new topic, a conversation takes place with them in order to achieve continuity between the individual lectures and for them to come to their own conclusions to introduce in the new material. The information and resource provision of the seminar classes is reduced to the use of multimedia for the visualization of specific educational contents, models, schemes, diagrams and tables, which will be subject to discussion in the seminar classes. In the semester, within the framework of the seminar classes, there are two control checks. In order to provide quality education to students, the course "European Cultural Policies" combines interactive and traditional methods and forms of learning: lectures on the main topics and independent work in the form of course work or power point presentations. The forms of control are also in line with the nature of the discipline – conducting ongoing assessments, working in groups during seminar classes and a written exam to verify knowledge.

CULTURE OF THE RENAISSANCE

ECTS credits: 6.0

Weekly horary: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: III

Methodological guidance: Department of Sociology; Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva

Abstract: The course introduces students to the diverse presence of the visual - from the book miniature to the impact of the urban environment; with the social microenvironments in which works of art are commissioned and performed; with projects to create cities. An interpretation of the social function (urbanistic, political, aesthetic) of the visual images and the organization of the urban space is offered.

Course content: The aim of the course is to acquaint students with the concept of visual culture in historical terms from the 14th to the end of the 18th century, as well as with the reflection in History of the concepts Renaissance, Baroque, Early Modernity. Geography of the culture of the Late Middle Ages in Europe. The place of Italy. Social position of the artist in the 14th - 16th centuries. Relations with the authorities. Contractors. The master and the studio, work organization, training. Fresco cycles in Italy in the 14th century: Assisi, Padua, Siena, Florence. Religious and political significance. The relationship between image and word: the images of St. Francis of Assisi 13th-14th centuries. Body and space in the images of the 15th century. The central perspective; experiment and form, the artist-scientist. The Impact of Humanism on the Visual Image. The Renaissance city: the square, housing, social scenes, infrastructure. Views on God's, Earth's, and Utopian Cities. Architectural treatises. Interaction and appropriation: northern artists and Italy in the 15th and 16th centuries. Original and edition: reproduction techniques - woodcut, engraving, letterpress. The social function of image replication. The crisis at the end of the 15th and the beginning of the 16th century. Visual images of the end of the world. Albrecht Dürer. Religion, Politics and the Visual Image - Michelangelo. David, The Creation (the Sistine Chapel panel), Tomb of Julius II, Tomb of the Medici. Religion, politics and the visual image. Raphael in the Vatican 1508-1520. Last Judgment, Late Work. Michelangelo's religiosity, a return to the spirituality of the Late Middle Ages. Michelangelo and the Italian Reformation Movement. The Reformation in Central and Western Europe and the social function of the circulated visual image. The Catholic Reformation and the Presence of the Visual. The Jesuit Order and Art. The Church of Jesus in Rome. The construction of the church "St. Peter " in Rome. The urban reconstruction of Rome under Pope Sixtus V (1585-90). Comparison with the reconstructions of Vienna and Paris in the mid-19th century. Images and architecture in Venice in the 16th-17th centuries - palaces, public spaces, churches. The emergence of the first female artists. Lavinia Fontana, Sophonisba Anguisola. Parks and gardens in the 16th and 17th centuries – relation to nature in early modernity. The expansion of the European world in the 16th and 17th centuries. The circulation of images. The problem of the other, of violence and tolerance. Colonization and the ideology of images. Dutch visual culture in the 17th century. The representation of the worker. The goods, the journeys.

Rembrandt and Vermeer – the artist as merchant. Baroque Ideology and Theatricality. Centers of the European Baroque. Baroque as the first pan-European phenomenon. Balthazar Neumann. The Bishop's Palace in Würzburg. Images of absolutism and the national - Versailles, Schönbrunn, Sanssouci. Archaeological excavations in the middle of the eighteenth century and classicism. Winckelmann History of Ancient Art. Difference with " Biographies " of Giorgio Vasari. Depiction of the classical and the national in the middle and second half of the 18th century. What is European?

Teaching and assessment technology: The lecture course is fully multimedia. The lectures are supported by numerous visual, textual examples from the cultural history of the Renaissance. Current research in the representation of Renaissance culture is also discussed. The goal is for students to acquire skills to apply the acquired knowledge. Students are given an assignment on which they must prepare a written essay. The independent preparation provides for: getting to know the necessary literature, understanding the theoretical statements and developing topics (lists of topics are attached separately). In the process of studying the discipline, students develop a coursework. The goal is for students to acquire practical skills for collecting, processing and analyzing data on a specific practical issue and developing specific management solutions for entrepreneurial activity. The course work involves the study of a specific problem. The exam is written. It includes questions from all the study material. The final assessment takes into account the results of the current control and the assessment of the exam in a ratio of 2: 3 conditional parts.

ANCIENT CULTURES IN THE BULGARIAN LANDS

ECTS credits: 6.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: III

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of the ancient Thracian, proto-Bulgarian and Slavic culture in the Bulgarian lands. to stimulate their creative thinking; to prepare students for independent work on the written, archaeological, pictorial and folklore sources for the ancient cultures of the Bulgarian lands to build in them skills for analysis and synthesis when working with scientific texts to prepare students for independent development of an essay on a certain scientific problem.

Content of the course: The course should provide basic knowledge of the cultural history of the ancient peoples who inhabited the Bulgarian lands, in its dynamics - both in time and in space. The study of the origin, development and demise of ancient cultures, the interrelationships and mutual influences both with the highly developed civilizations of the Eastern Mediterranean and with the cultures of the peoples inhabiting the neighboring lands to

the northwest, north and northeast. The subject of special attention is the heritage left by the ancient cultures in the Bulgarian culture. Emphasis is also placed on the prehistoric cultures of the Bulgarian lands, as well as on the cultures of the three main ethnic groups - Thracians, Proto-Bulgarians and Slavs, which formed the basis of the modern Bulgarian nation.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent preparation, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

CULTURE AND COMMUNICATION – PART 1

ECTS credits: 6.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: III

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Chief Assist. Prof. Dr. Anastas Ifandiev

Abstract: The discipline is dedicated to the mutual influence of two interconnected social phenomena - culture and communication. The logic in revealing the consistent understanding of the discipline is built according to: I. The place of communication in modern society and its essential characteristics. II. Interaction between culture and communication. III. Mass as the main feature of modern culture. In the lecture course, the problems of the communicative process and its main units are covered, the role of communication in the information society is indicated, the mass as the main feature of modern culture is thoroughly examined, special attention is paid to the cultural aspects of mass communications. In the exercises students master basic knowledge and competences about the main and established in life aspects of the "culture-communication" relationship, the real and theoretical problems arising from it, as well as the concepts prevailing in science about them. The exercises are based on pre-assigned questions supplementing the lecture material.

Content of the course: Relevance of culture and communication topics; The relationship between culture and communication - modern scientific concepts; Nature of culture; Nature of communication; The culture-communication relationship - Unity and individuality; The role of communication in the information society; The right to communicate; Communication patterns; Basic units and structure of the communication process; Types of communications; Communication and Society; Nature and specificity of mass communication; Social functions

of mass communication; Interaction between culture and mass communication; Mass as the main feature of modern culture; Cultural aspects of mass communications.

Teaching and assessment technology: The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities - business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

ANTHROPOLOGY OF THE MIDDLE AGES

ECTS credits: 6.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: III

Methodological guide: Department of Ethnology and Balkan studies, Faculty of Philology

Lecturer: Chief Assist. Prof. Dr. Ventsislav Bozhinov

Abstract: The program on general history of medieval culture informs students about the main phenomena of the Middle Ages as a cultural-historical era and about the fundamental categories of medieval culture. In accordance with established academic traditions, the teaching process takes place in the form of lectures; The study course contains a methodological and content plan. Methodologically, the course aims to shed light on: 1) The Middle Ages as an era of formation of a unified European culture with specific development in Western Europe and in Byzantium. 2) European culture during the Middle Ages is clarified as a history of cultural phenomena - religious, mental, political and social. In terms of content, the course is organized around the problem of the formation of the main cultural and political regions in medieval Europe and their specific features.

Course content: The appearance of medieval culture. Periodization and chronology. Late Antiquity and the Early Middle Ages. The New Testament tradition and Neoplatonism. The Age of Constantine. The great migration of peoples - cultural and historical aspects.

The Carolingian Empire. The culture of the North. Kievan Rus. Theology in Greek, theology in Latin. The Crusades. The heretical movements.

The medieval castle. The medieval city. Education in the Middle Ages. Merchants and Bankers in the Middle Ages. Chivalry in Western Europe. Medieval poetry. The Muslim Contribution to Europe. Alchemy as a medieval cultural phenomenon. Medieval labor. Medieval administration of justice. The medieval family. Space and time in medieval culture. Body and soul. Europe in 1492. Middle Ages and Modernity.

Teaching and assessment technology: The lecture course uses theoretical studies, reproductions of medieval paintings, and translations into Bulgarian of texts from the Middle Ages. Current issues related to the nature of medieval Western European culture and contemporary everyday stereotypes about it are also discussed. Students are assessed with a rolling assessment and exam. There is an opportunity for independent development of a coursework type.

CULTURE OF MODERNITY – PART 1 / XVIII-XVIII CENTURY/

ECTS credits: 4.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: IV

Methodological guidance: Department of Sociology; Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva

Abstract: The course introduces students to: the forms of life in the city and in the village in the 17th-18th centuries in Western Europe; with religious practices; with the diverse presence of the visual and its impact in the urban environment; in interiors, secular and religious; with the social microenvironments in which works of art are commissioned and performed; with changes in the social structure of cities; with religious migration to Europe and from Europe to North America. An interpretation of the social function (urbanistic, political, aesthetic) of the visual images and the organization of the urban space is offered. Major historical events and cultural events are presented. The aim of the course is to acquaint students with the concept of culture in historical terms from the 17th to the end of the 18th century, as well as the reflection on the variety of visual forms and practices.

Course content: Characteristics of Early Modernity. The expansion of the European world in the 16th and 17th centuries. The circulation of images. The problem of the other, of violence and tolerance. Western Europe in the 17th century. Europe and the Ottoman Empire. The Dutch visual culture in the 17th century. Centers of the Italian Baroque: Rome, Bologna, Naples, Genoa. Centers of the European Baroque. Balthazar Neumann. Images of absolutism and nationalism in the 17th and 18th centuries: Versailles, Schönbrunn, Sanssouci. The Thirty Years' War 1618-1648. Archaeological excavations in the 18th century. Winkelman "History of the Art of Antiquity". What is a "Grand Tour". Geographies of culture and values. Changes in the depiction of nature and the city in the middle and second half of the 18th century. What is European? The enlightened monarchy in the 18th century. The Enlightenment and the Encyclopedia: concepts of man, society and knowledge.

Teaching and assessment technology: The lecture course is fully multimedia. The lectures are supported by numerous visual, textual examples from the cultural history of Early Modernity. Current research in the representation of Early Modern culture is also discussed. The goal is for students to acquire skills to apply the acquired knowledge. Students are given an assignment on which they must prepare a written essay. The independent preparation provides for: getting

to know the necessary literature, understanding the theoretical statements and developing topics (lists of topics are attached separately). In the process of studying the discipline, students develop a coursework. The goal is for students to acquire practical skills for collecting, processing and analyzing data on a specific practical issue and developing specific management solutions for entrepreneurial activity.

CULTURE AND SUSTAINABLE DEVELOPMENT

ECTS credits: 4.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Abstract: The course aims to: acquaint students with basic theories and practices related to sustainable development and culture as a factor for its stimulation; to present good examples related to culture as a generator and factor for sustainable development in different spatial sections (city - region - European cultural space); to prepare students for independent analysis and evaluation of problem cases, assuming resolution through complex interdisciplinary innovative projects related to the sustainable development of a certain settlement or region.

Course content: The course offers a sociological reading on one of the leading challenges for humanity at the end of the 20th and the beginning of the 21st century - the achievement of sustainable development as a problem node in which economic, environmental and social issues are intertwined, discussing and the possible contributions of culture. There are three lecture blocks: the first is dedicated to the socio-economic and cultural factors that led to the need for a new type of development, demonstrated in theories of globalization and the risk society; the second examines international, European and regional policies in which culture is beginning to emerge as a factor for sustainable development; the third is dedicated to the European model for sustainable development, in which culture begins to play an increasingly decisive role.

Teaching and assessment technology: Scientific articles, video materials, press publications, case studies and empirical research results are discussed within the lecture course. Topics are presented in the form of PP-presentations. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract on a theoretical work related to the issue under consideration; developing an analysis on an issue related to the studied theory, requiring its application and creative adaptation to another cultural framework; conducting field observation on a project previously agreed with the teacher. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved in the set tasks for independent work are of decisive importance. The exam is written. It involves the development of one randomly drawn question from the syllabus.

VISUAL CULTURE

ECTS credits: 4.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Abstract: The study discipline aims to: compare the possibilities of different approaches for historical understanding of the culture created by means of visual media; to stimulate efforts to understand different visual images in terms of type, function and context and to provoke reflection on the experiences and behaviors of people in different historical periods; to prepare students to independently develop analyzes of the various aspects of visual culture.

Course content: The course introduces students to: the concept of visual culture and related contemporary topics in the humanities (the understanding of visual image and visual twist, visual experience...); main schools and problems in the interpretation of visual culture - German-speaking, French-speaking and English-speaking; with the diverse presence of the visual – the work of art, advertising, cinema, images in science; with the social microenvironments in which visual images and their modes of visual representation are assigned and performed. The course offers an interpretation of the social function (aesthetic, political, media, urbanistic) of visual images and the organization of urban space. The aim of the course is to familiarize students with the concept of visual culture, thought in historical terms, as well as with the reflection on the variety of visual forms and practices. Authors, schools and texts, research techniques that play an important role in interpreting the "visual turn" of the humanities and social sciences are discussed.

Teaching and assessment technology: The course consists of a cycle of lectures on specialized topics and problems central to the field of visual culture. The lecture course is conducted entirely with multimedia. The lectures are supported by numerous examples from cultural practice. Results of empirical studies are also presented. Current issues in the field of visual culture are also discussed. Self-study provides: familiarization with the necessary literature, understanding of the theoretical statements and their practical applicability in real cultural life. collection and analysis of visual material. preparation for control works; development of topics with a theoretical and practical focus (lists of topics are attached separately).

CULTURE AND COMMUNICATION – PART 2

ECTS credits: 4.0

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Abstract: The discipline is aimed at uncovering the main methodological and general theoretical problems related to clarifying the questions about the types of media and the relationship "media - art", for the various manifestations of the activity of the mass media in the field of art. The connection and relationships of art with communication, the interaction between art and mass media, the essence of mass art are understood. The problems of the creation and functioning of art in the age of SMC are considered. In the lecture course, special attention is paid to the interrelationship of technical means and systems of communication with the system of artistic activity. The mutual influence between SMC and traditional arts is revealed. In the exercises students master basic knowledge and skills for analyzing the modern media landscape, the communication and artistic aspects of the mass media, the main artistic genres in SMC. The exercises are based on pre-assigned questions supplementing the lecture material.

Course content: Types of media. Language, thought and culture; Literacy and Culture; Book and book publishing; Printing and book printing; Radio and radio communication; The television being of culture; Interaction between art and mass media; Art and popular culture; Problems of the creation and functioning of art in the age of SMC.

The lecture course pays special attention to the interrelationship between technical means and communication systems with the system of artistic activity. The mutual influence between mass media and traditional arts is revealed. In the exercises, students acquire basic knowledge and skills for analyzing the contemporary media landscape, the communicative and artistic aspects of mass mediators, and the main artistic genres in mass media. The exercises are conducted based on pre-assigned questions that complement the lecture material.

Teaching and assessment technology: The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities, business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester.

The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

CULTURAL TOURISM AND POSTMODERNITY

ECTS credits: 4.0

Weekly horarium: 2 hours of lectures +1 hour of exercise

Knowledge verification form: current control

Type of exam: written and oral

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Abstract: The course on "Cultural Tourism and Postmodernity" traces the main historical stages of the development of cultural tourism, as well as the related phases of the consumer society. During the course, students will be introduced to various philosophical and sociological concepts of modernity and postmodernity, as well as how cultural tourism illustrates the structural transformations of capitalism from modern "Fordist" to postmodern "post-Fordist" models of production. Within the course, cultural tourism will be examined and analyzed both as a product of Modernity and as a postmodern phenomenon that reflects in its changing dynamics the wider social changes associated with industrialization and deindustrialization, changing patterns of production, marketing and advertising, as well as the growing consumption of cultural and historical heritage, both in terms of type and volume.

Learning technology and assessment: Within the lecture course, students are introduced to the historical development of cultural tourism and the related phases of consumer society. Lectures are supported by numerous examples; topical issues raised and discussed in mass media are also discussed. Extracurricular employment is reduced to learning the lecture material and working with the literature, obtaining information from the Internet, independent development and defense of a course project.

INTRODUCTION TO TOURISM

ECTS credits: 4

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: IV

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziiska

Abstract: The lecture course was developed in accordance with the general objectives of the "Culture and Cultural Tourism" major. It is aimed at revealing the essence, content, management and organization of the tourist business in the conditions of a market economy. The aim of the course "Introduction to Tourism" is for students to gain in-depth knowledge of the theoretical and practical problems of tourism and to familiarize themselves with basic approaches to its implementation in modern conditions. In the implementation of the curriculum, the main tasks are: Acquisition of knowledge about the theoretical foundations and the development of economic theory for the tourism industry; Acquisition of knowledge about the essence and

characteristic features of the tourism industry, its role in solving socio-economic problems and the necessary economic conditions and institutional prerequisites for its development; Getting to know the problems and approaches in the organization and management of the tourist business.

Course content: Emergence and development of tourism theory. Nature, definition and content of tourism. _Historical development of tourism. Leading trends and factors determining the development of modern tourism. Role and importance of tourism. Problems and conflicts in the development of modern tourism. Tourist consumption.

Tourist place. Tourism supply and demand. Tourism market equilibrium. Tourist enterprise. Tourist product. Material basis of tourism.

Human resources in tourism. Tourism policy. Holders of the tourism policy. Tourism planning. Tourism in the conditions of different market structures. Competition and monopolies in tourism - features. Monopoly structures in tourism. Cooperation in tourism.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. In order to provide quality education to students, the "Introduction to Tourism" course flexibly combines different methods and forms of learning: lectures on key topics, seminar exercises and independent work in the form of course work. The forms of control are also tailored to the nature of the discipline – conducting control checks at the end of each module, tests, discussion of case studies during seminar sessions and a written exam to verify knowledge.

CULTURE OF MODERNITY - Part 2 /XVII and XVIII centuries/

ECTS credits: 4.5

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: V

Methodological guidance: Department of Sociology; Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva

Abstract: The course analyzes the social, cultural and economic changes in Europe from 1789 to 2001. The attention in the activities is distributed equally between the analysis of the concepts and the material organized by them. Particular attention is paid to (dis)continuities in social and cultural attitudes and values. The course offers a critical history of the specified period. The study discipline aims to: compare the possibilities of different approaches for historical understanding of culture during the specified period; to stimulate efforts for a more complex understanding of the experiences and behaviors that people have had in different historical settings; to prepare students for independent development of topics in the history of European modernity and postmodernity.

Content of the course: Clarifying the concepts: era, process, discontinuity, tradition, change. What is modernity - characteristics; social geography. How was the creation of the American

States related to political and social ideas in Europe? The Napoleonic campaigns (1799-1813). Impact on the structure of society in France, Italy, Austria-Hungary and the German states. Reaction and Restoration in Europe 1815-1848.

Strive for sustainability. Social and National Movements and Rebellions 1805-1848. Technology and industrialization. Antimodernity: Values and Institutions. Reform movements and revolutions in the 19th and 20th centuries. Nations and nationalisms. Modern art. Vanguardism and "returns to order". Authoritarian and totalitarian regimes in Europe 1920-1990. The years 1945, 1956, 1968, 1989-1991. Capitalism and socialism. What is postmodernity? Sanity and Madness; (in)correctness, perspective and rhizome; details instead of wholeness; disunity instead of unity. Postmodern architecture and art. Environmental movements and values.

Teaching and assessment technology: The lecture course is conducted entirely with multimedia. The lectures are supported by numerous visual and textual examples from the cultural history of the 19th and 20th centuries. Current research in the representation of modernity and postmodernity is also discussed. The independent preparation provides for: getting to know the necessary literature, understanding the theoretical statements and developing topics (lists of topics are attached separately).

SEMIOTICS OF CULTURE

ECTS credits: 4.5

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The discipline offers a comprehensive overview of the semiotics of culture. The course introduces students to the issues of semiotics of culture. Culture is seen as a sign system. Theoretical aspects of the problem are studied: essence and directions in semiotics and in particular the semiotics of culture, essence of the sign, sign and symbol, semiotic systems. The second part of the course has a certain scientific and practical emphasis, considering issues such as: semiotics of non-verbal communication, visual semiotics, semiotics and online communication, etc.

Course content: Introduction. Emergence of semiotics as a science; Nature of the mark; Classification of signs; Sign and symbol; Semiotic systems; Sign systems of culture; Religious and ritual semiotic systems; Semiotics of non-verbal communication; Visual semiotics; Semiotics and online communication; Semiotics and everyday life; Semiotics and tourism.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. During the current control, the knowledge, skills and competence demonstrated during the practical classroom classes are evaluated, with the results achieved from the tasks and tests being of serious importance. The current grading is illustrated in the

following table, which gives the maximum number of points of each component in the grading. The final grade is formed based on the grade from the current control and the exam grade. Current control constitutes 60% of the final grade. The final exam consists of a written development of a topic from the synopsis and has a weight of 40% of the final grade.

RELIGION AND CULTURE

ECTS credits: 4.5

Weekly horarium: 3 hours of lectures +1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The program on religion and culture introduces the students of the specialty "Cultural Studies" to the main religions in the space of modern Bulgaria, Europe and the world. Religions are considered in a chronological aspect in evolution: paganism, monotheism, Christianity, Islam. The influences between religion and socio-anthropological phenomena and the interpenetrations of religion and art are traced. In accordance with established academic traditions, the teaching process takes place in the form of lectures and exercises.

Course content: Religious and transcendental thinking. Animism, ritual, norm and taboo. Mythology as a form of culture. Primitive religious practices in archaic societies. Mythologies of the Mediterranean World. Greco -Roman mythology. Paganism and writing. The Jewish holy books. The monotheistic idea and God's chosen people. The son of God as the Savior of mankind and a watershed in European culture. The Eucharist as a religious practice and a church institution as a social phenomenon. Acts of the Apostles and early Christian history, sainthood and canonization. Christian theology and formation of the main postulates of faith - the Holy Trinity. The Christian world after the schism of 1054. Catholicism and Orthodoxy. The Reformation in Europe and the Protestant denominations. The teachings of the Prophet Muhammad. Spread of Islam. The Holy Book Koran. Islamic cultural heritage in Bulgaria, Europe, the Middle East and Central Asia. Contemporary religious currents, cult practices of sectarian movements. Neopaganism. A temple is a house of prayer. Cave, catacomb, church, mosque, synagogue. Construction of the sacred building. Image – image of the sacred. Icon, mural, decoration, painting. Construction of the sacred image. Food - religious consumption. Communion, sacrifice, unleavened bread. Constructing the religious acceptance of the sacred through the body.

Family - religious interpersonal relations. Marriage and celibacy, kinship, godship, monastic brotherhood. Constructed of sacred kinship.

Life in the afterlife - religious use of death. Heaven and hell, ideas and images of the afterlife, funeral customs and practices, dwelling and grave. Prayer is sacred communication between man and God. Individual and collective prayer, written and oral prayer.

Religion and literature. The Old Testament, the Gospel and the Koran in world literature and Bulgarian literature. Religion and painting. Abraham's sacrifice, the kiss of Judas, the return of the prodigal son, pieta, etc. Religious scenes in world masterpieces.

Religion and politics. Religious wars, martyrdom and non-martyrdom in the world kingdom. Self-sacrifice as a form of salvation. Religion and national identity. Religion and civic identity. Atheism.

Learning technology and assessment: The Religion and Culture program introduces students from the "Cultural Studies" major to the main religions in the space of modern Bulgaria, Europe and the world. Religions are considered in a chronological aspect in evolution: paganism, monotheism, Christianity, Islam. The influences between religion and socio-anthropological phenomena and the interpenetrations of religion and art are traced. In accordance with established academic traditions, the teaching process takes place in the form of lectures and exercises. The requirements for certification of the semester are regular attendance of the classes, completion of assigned tasks and participation in the collective activity.

SOCIALIZATION OF THE CULTURAL HERITAGE

ECTS credits: 4.5

Weekly horarium: 3 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of the cultures of Southeast Europe and their socialization; to stimulate their creative thinking; to prepare students for independent development of projects for the socialization of cultural monuments from Bulgaria in the field of cultural animation and cultural tourism.

Content of the course: The course studies the heritage of the cultures of Ancient Hellas and Ancient Rome, the heritage of the Thracian, Byzantine, Medieval and Renaissance cultures in Bulgaria. Attention is paid both to the specific characteristics and achievements of individual cultures, and to their mutual influences, both in time and in space. Particular attention is paid to the most significant monuments of architecture and fine arts, as well as to the significant museum centers that store the most remarkable movable monuments of culture from South-Eastern Europe. This accentuation is related to the consideration of monuments as an object of socialization and cultural animation, as a significant resource for cultural tourism. The problems related to the socialization of the monuments are presented in a comparative plan with the socialization of cultural and historical monuments from Southern Europe.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of architectural monuments,

reconstructions of cultural monuments, reproductions of ancient and medieval artistic monuments. Current issues raised and debated in science are discussed. Extracurricular employment includes independent preparation of students, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

EVERYDAY CULTURE

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The lecture course is aimed at revealing the essence and development of everyday culture. It focuses on understanding the nature of the living and material world in a modern way. The main emphases cover: social and practical actions, consumption and free time, culture in its subjectivity and objectivity, free time. And cultural consumption. The goal is for students to gain in-depth knowledge of the theoretical and practical problems of everyday life and cultural consumption and to become familiar with the main approaches to its study.

The main tasks that should be solved during the implementation of the curriculum are: assimilation of knowledge about the theoretical foundations and development of everyday culture and modern approaches to consumerism.

Course content: Everyday life and living world. Symbolic meaning of material culture. The world of objects. Phenomenology of the subject - function, meaning, aesthetics, melancholy and asceticism, speed. The disappearance of objects. Fetishism - the new modernity. Capital, taste and difference. Lifestyles. Theories of consumption. Cultural consumption.

Teaching and assessment technology: Teaching in the subject is conducted in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, providing the necessary connection between the topics. In the process of familiarizing the students with the new topic, a conversation takes place with them in order to achieve continuity between the individual lectures and for them to come to their own conclusions to introduce in the new material. The information and resource provision of the seminar classes is reduced to the use of multimedia for the visualization of specific educational contents, models, schemes, diagrams and tables, which will be subject to discussion in the seminar classes. In the semester, within the framework of the seminar classes, there are two control checks. In order to provide quality education to students, the course combines interactive and traditional methods and forms of learning: lectures on the main topics and independent work in the form of coursework or power point presentations. The forms of control are also in line with the nature of the discipline –

conducting ongoing assessments, working in groups during seminar classes and a written exam to verify knowledge.

BULGARIAN FOLK CULTURE

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: Within the discipline, a comprehensive overview of Bulgarian folk culture is offered. The course of lectures begins with an introduction to the issue, an overview of studies from the 19th century to the present day, followed by the ethnogenesis of Bulgarian folk culture. Attention is paid to everyday life, material and socio -normative culture. Significant holidays from the winter, spring and summer calendar cycle and accompanying meals are considered, as well as rites related to the life cycle, family and home. Reverse attention is paid to the symbolism of the considered holidays and rituals, of the ritual persons and actions. Through the exercises, additional aspects of the problem under consideration will be touched upon.

Content of the course: The course offers a comprehensive overview of Bulgarian folk culture. The formation of the ethnic traditions of the Thracians, Slavs and proto-Bulgarians, the development during the Middle Ages and the Renaissance is also studied. Special attention is paid to spiritual culture, as well as to East and West as cultural influences. The emphasis is on the symbolism and genealogy of customary and ritual practices, their origin and movement in time and space. An important place is also devoted to the history and state of studies of Bulgarian folk culture.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and diagrams, plans. Current issues raised and debated in science are discussed. The independent preparation provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

TOUR OPERATOR AND AGENCY ACTIVITY

ECTS credits: 3.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Abstract: The study discipline "Tour operator and agency activity" is oriented towards clarifying the state of the tourism industry, the essence of the tour operator product and the tourist destination, the distribution of the product and the transport activity. The topicality of the issue is determined by the growing importance of the activity of tour operator companies on the domestic and international tourist markets. The lecture course follows the theoretical statements necessary to clarify the specifics of the tour operator's activity and its practical manifestation. Special attention is paid to the structuring of tourist packages, the layout of advertising materials and the distribution of final products to potential tourists. The influence of cultural heritage (movable, immovable and intangible) as a factor for regional economic development is also investigated. The goals and tasks of the course are for students to acquire specialized knowledge and practical skills in the taught material from the field of tourism, tour operator and agency activity, types of tourist transport in their relationship with cultural heritage.

Course content: Legal regulation of tour operator and agency activity and the interpretation of cultural heritage in tourism. Learning Technology and Assessment; State and development of the tourism industry; State and development of the international tourist market; Trends in the development of the Bulgarian tourism industry; Structure of the tour operator activity; Structure of travel agency activity; Product structure of the tour operator company; Advertising and public relations; Realization and distribution of the product in the tour operator activity; Transport service; Strengthening, popularizing and developing the Bulgarian identity, culture and spiritual values by developing and offering a tourist product.

Teaching and assessment technology: Teaching in the discipline is carried out in the form of lectures. The lectures are weekly, two study hours lasting 45 minutes. In the course of work, great attention is paid to the use of visual materials - photographic material, diagrams and illustrations, as well as normative documents. The leading idea is to create conditions for provoking interviews and discussions on each of the topics of the lecture course. Students should acquire knowledge about the specifics of tourist markets, trends in the movement of tourist flows, the structuring of tourist packages, their implementation and distribution in relation to cultural heritage. In the discipline, priority is given to the practical and independent work of the students, which is planned to be individual and in working groups. Knowledge, skills and competence are assessed in the preparation of both practical assignments and homework and coursework. Incoming current control is provided.

TOURIST EXHIBITIONS AND TOURIST FAIRS

ECTS credits: 3.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Chief Assist. Prof. Dr. Ivanka Vasenska

Abstract: The discipline was developed as a specialized course for the students of the 6th semester of the educational qualification degree "Bachelor" in the specialty "Culture and cultural tourism", which aims to create basic knowledge, skills and competences in the field of: (i) Types of national and international tourism exhibitions and tourism exchanges; (ii) the techniques of organization and operation of tourist exhibitions and tourist exchanges; (iii) the approaches to participation at the level of a tourist organization (tourist company) in tourist exhibitions and tourist exchanges at the national and international level and (iv) the techniques for negotiating tourist packages and tourist bookings with a stand alone or with a shared stand.

Course content: Nature of tourist exhibitions and tourist exchanges as periodic and specialized types of tourist markets. Types of tourist exhibitions and tourist exchanges. Participation of tourist organizations and tourist companies at national tourist exhibitions and exchanges. Participation of tourist organizations and tourist companies at regional tourist exhibitions and exchanges.

Participation of tourist organizations and tourist companies in tourist exhibitions and exchanges of international (world) significance. Role of the National Tourist Administration of the Republic of Bulgaria in organizing and supporting the participation of tourist companies in national and international tourist exchanges and exhibitions. The informational role and policy of the World Tourism Organization to the United Nations for the organization of international tourism exhibitions and tourism exchanges of regional and global significance. Technology of participation in tourist exhibitions and tourist exchanges. Budgeting of participation in national and international tourist exhibitions and tourist exchanges. Calculation of economic effect of participation in national and international tourist exhibitions and tourist exchanges. Negotiation techniques at national and international tourist exhibitions and tourist exchanges.

Teaching and assessment technology: Teaching in the subject is conducted in the form of lectures. According to the content of the lecture material, the lectures are illustrated with tabular and graphic material, presented in PowerPoint presentations specially prepared for each lecture (topic) using a multimedia projector. During the seminar classes, it is planned to consider practical tasks and case studies in connection with the participation in specific tourist exhibitions and tourist exchanges. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes and during the implementation of the current control, and the results achieved from the assigned tasks, course project (abstract) and conducted control work are of serious importance.

ECONOMICS OF TOURISM

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Chief Assist. Prof. Dr. Lyubomira Pinelova

Abstract: The discipline "Economics of tourism" is a fundamental economic discipline. The program forms necessary theoretical knowledge about the economics of tourism, considered as part of tourist activities. The logic of modern economic development and experience in social practice bring to the fore several main themes. They are included in the course content as ten independent topics. The purpose of the course, which is set with this discipline, is the formation of knowledge, special skills and habits for practical activity in the field of tourism company economics.

Content of the course: Scientific knowledge about the economic foundations of tourism has found a place in ten independent topics; the economic environment for the functioning of tourism; the essence, types and forms of manifestation of capital, long-term and short-term assets in tourism; the peculiarities of price formation and pricing in tourism; the economic characteristics of labor and labor productivity in tourism; the significance of costs and revenues in tourism; the sources of income and profit in tourism; taxation and profit sharing in tourism; the nature and measurement of the effectiveness and profitability of the activity in tourism.

Teaching and assessment technology: Lectures on the subject are conducted in the established traditional way, and students are familiarized with the taught material. The topics of the seminar exercises follow the teaching material taught during the lectures. The goal is for students to acquire skills and apply the acquired knowledge. The knowledge, skills and competence are evaluated during the discussions in the lectures and during the implementation of the current control, and the results achieved from the assigned tasks, course project (abstract) and conducted control work are of serious importance. The course of training in the discipline includes conducting an incoming current control of each lecture class.

EDUCATIONAL TOURISM

ECTS credits: 3.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Abstract: The purpose of the course is to enrich the knowledge of the students studying in the specialty about the world cultural, historical and natural heritage, as well as to create in them skills for interpreting the existing data in diverse tourist programs. The inclusion of the discipline in the curriculum is justified by the orientation of the students' professional training towards getting to know and using the resource potential for the purposes and needs of domestic and international tourism. On the international tourist market, Bulgaria is positioned as a country whose natural and cultural wealth make it an extremely interesting and attractive destination. Knowledge of cultural phenomena, museum networks and natural features, and their correct assimilation in tourism are important for the future professional qualification and realization of students.

Content of the course: World cultural and historical heritage: phenomena, styles, periods. The cultural heritage of a primitive society. Antiquity, early Christian and Byzantine art. The cultural heritage of the Middle Ages. The cultural heritage of the Renaissance. Modern cultural monuments. World natural heritage. Protected areas. Natural phenomena. International organizations and international conventions for the protection of the world's cultural, historical and natural heritage.

Teaching and assessment technology: Lectures on the subject are structured in a logical sequence, and students are introduced to the taught material sequentially. Each lecture begins with a short introduction, providing the necessary transition and connection with the material already taught. The following forms of independent work are foreseen: defense of each case solved by the students at the end of the practical exercises; an essay that is developed as a team; tests to verify the knowledge and skills acquired from the lecture course and exercises. Knowledge, skills and competence are assessed in the preparation of both practical exercises and homework, computer tests and course work. Incoming ongoing control of each practical session is foreseen.

CONTEXT IN THE TOURIST INDUSTRY

ECTS credits: 3.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Chief Assist. Prof. Dr Sofiya Mirchova

Abstract: The course is intended for the students of the "Culture and cultural tourism" specialty as specialized information on the specifics of business studies and forecasts in the tourism industry in an international and national aspect. The aim is for the students to: (i) acquire knowledge about the place and role of economic research and forecasting in international tourism; (ii) to understand the functions of business studies in international tourism; (iii) to know business forecasting and analysis as a tool of production management in the tourism industry; (iv) to be able to apply the methodology of economic studies and forecasts in international tourism; (v) to be familiar with the specific difficulties and weaknesses in the compilation of tourism economic forecasts

Course content: Peculiarities and factors determining the conjuncture of the tourist market. Place and role of market research in the tourism industry. Economic forecasts as a tool of production management in the tourism industry. World and regional tourism exchanges - a reflection of the situation in the tourism industry. Requirements for the methodology for carrying out tourist economic analyzes and forecasts. Specific difficulties and weaknesses in the compilation of tourist economic forecasts. Long-term, short-term and operational market-price research and methodology for compiling tourist economic forecasts. Methods for carrying out long-term economic analyzes and forecasts. Methodology for carrying out short-term economic analyzes and forecasts. Methodology for the implementation of an operational tourism conjunctural study. System of information in tourism conjunctural research. Primary and secondary sources of information on the economic situation in the tourism industry. Planning and organization of the work in conducting economic tourism surveys. Leading international organizations conducting tourism surveys: World Tourism Organization, World Travel and Tourism Council (Chicago), etc. Leading international private companies and non-profit organizations specializing in conducting market research.

Teaching and assessment technology: Teaching in the subject is conducted in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, ensuring the necessary transition from one topic to another. Extracurricular employment is limited to learning the lecture material, working with textbooks and other literary sources, independent preparation for solving tasks, case studies, taking notes, writing abstracts and scientific reports. The discipline ends with an exam. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes and during the implementation of the current control, with the results achieved from the assigned tasks, course project (abstract) and conducted control work being of serious importance.

CULTURE OF THE BULGARIAN MIDDLE AGES

ECTS credits: 5.5

Weekly horarium: 2 hours of lectures +1 hour of seminar exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: assoc. prof. dr Anton Genov

Abstract: The program is designed for students majoring in cultural studies. It was developed with a view to clarifying two main tasks. 1) In a cultural-historical aspect - to systematize, problematize and illuminate the main period in the development of Bulgarian culture in the 7th - 11th centuries, which in the national plan is the foundation of Bulgarian civilization. 2) To derive a typology of cultural processes during the Middle Ages in South-Eastern Europe, to trace the specifics in the processes of universalization, by offering evaluations of the cultural models that arose during the period, classifying them according to their functionality in the general cultural European perspective. The exercises are based on an analysis of 1) contemporary cultural studies; 2) of specific texts from the Middle Ages.

The goal is for students to gain an idea of the nature of medieval culture, as fundamental in the Bulgarian cultural mentality.

Content of the course: What is Old Bulgarian culture? Periodization. Genotype of the Old Bulgarian culture. Types of cultural memory in the Balkans: ritual-image (Thracian, Proto-Bulgarian); verbal (Greek and Roman). Cultural traditions in the Bulgarian lands until the creation of the Bulgarian state in 681. Proto-Bulgarians: ethnogenesis, language, faith, calendar, institutions, statehood. Slavs: life, productive and military skills, genesis, faith, verbal culture. Old Bulgarian folk culture. Adoption of Christianity as the state religion in 864. Culture of the book. The New and the Old Testament - Eastern Mediterranean cultural transmissions. Byzantine theology, Roman theology. The work of the holy co-apostles Constantine the Philosopher, called Cyril, and his brother Methodius. Universalization of the old Bulgarian culture. Process of sacralization of the Old Bulgarian literary language. Old Bulgarian language - twice an international language in medieval Europe. Golden Age of Old Bulgarian Culture 9th - 10th centuries. Discussions, terms, content. Church life in the Bulgarian state. Monastery, temple, icon. King Simeon's library. Original Old Bulgarian literature of the 9th-11th centuries. Heretical movements in Bulgaria.

Teaching and assessment technology: The lecture course uses theoretical studies, reproductions of medieval paintings, and translations into Bulgarian of texts from the Middle Ages. Current issues related to the nature of medieval Western European culture and contemporary everyday stereotypes about it are also discussed. Students are assessed with a rolling assessment and exam. There is an opportunity for independent development of a coursework type.

CULTURE OF THE BULGARIAN REVIVAL AS AN OBJECT OF CULTURAL TOURISM

ECTS credits: 5.5

Weekly horarium: 3 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The course is aimed at studying the transition from traditional to modern society, as well as the process of formation of the Bulgarian nation in the Renaissance era. The study material is structured in 2 modules as follows: 1) everyday world and religious culture in the Renaissance era; 3) nation and national identity in the Renaissance era. The changes in various codes of everyday culture – kitchen, clothing, family hierarchy – are analyzed. Special attention is paid to the functions of the educational system and the periodical press as basic mechanisms for consolidating the collective imagination in the age of modernity.

Course content: Culinary code; dress code; family hierarchy; status and functions of the Orthodox Church; nations and their formation - general theoretical statements; specificity of the revival education system; emergence and development of the periodical press; constructing the historical narrative; formation of the idea of homeland; the idea of Europe in the Renaissance imagination.

Teaching and assessment technology: The seminar exercises are based on the analysis of specific texts from the Renaissance. The goal is for students to gain insight into the debates that lead to the stabilization of the key elements of the notion of Bulgarian national identity. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

TOURISM OF THE BALKAN REGION

ECTS credits: 5.5

Weekly horarium: 2 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VII

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziiska

Abstract: The discipline "Tourism of the Balkan region" is studied by the students of the specialty "Culture and cultural tourism". Knowledge of natural and anthropogenic tourism resources, demographic conditions, infrastructure, etc. of the countries of the region is of utmost importance in the preparation of students. The development of tourism in individual countries

and the peculiarities of the territorial distribution of the material base and some of the existing problems are considered successively. A comprehensive analysis of active and passive international tourism, as well as domestic tourism, is carried out. The problems and tasks of resort-tourist zoning are also clarified. Special attention is paid to the organization and territorial features of sea, mountain and balneotherapy resorts in these countries, cultural and historical complexes, etc. At the same time, for purely practical reasons, we have to some extent come out of the geographical concept of "Balkan countries", including countries such as Cyprus and Slovenia, a significant part of Turkey, which is also outside the region. Purpose of the course: The development of tourism in individual countries and the peculiarities of the territorial distribution of the material base and some of the existing problems are examined sequentially. A comprehensive analysis of active and passive international tourism, as well as domestic tourism, is carried out. The problems and tasks of resort-tourist zoning are also clarified.

Course content: Theory and methodology of the geography of tourism. Main tourist regions in the world and their characteristics. Statistics and geography of tourist flows, income and expenses. Tourism in the Balkan region. Tourist foreign studies.

Teaching and assessment technology: Teaching in the subject is conducted in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, ensuring the necessary transition from one topic to another. The discipline ends with an exam. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes and during the implementation of the current control, and the results achieved from the assigned tasks, course project (abstract) and conducted control work are of serious importance.

CULTURE OF BULGARIAN COMMUNITIES ABROAD AND OF FOREIGN ETHNIC GROUPS IN OUR COUNTRY

ECTS credits: 5.5

Weekly horarium: 2 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VII

Methodological guide: Department of Bulgarian Language, Faculty of Philology

Lecturer: Dr Petar Tsonev

Abstract: The discipline offers a comprehensive overview of the areal distribution of Bulgarian culture outside the political borders of Bulgaria. The historical formation of the Bulgarian communities abroad is studied. The cultural layering of the Balkans and the different degrees of influence in the formation of ethnic and national cultures are examined. Minorities in our country and their culture are reviewed. It is based on the opinion that ethnic culture is folk in nature. The informativeness of the calendar, family and work holidays, household, housing, crafts, clothing, etc. is considered.

Course content: Ethnicity and nation, ethnic group and minority. Theoretical and methodological issues. Bulgarian political territories, Bulgarian ethnic territory, Bulgarian

historical territory and Bulgarian linguistic territory. Problems contradictions and correspondences. Historical assimilation of the Bulgarian territory. Autochthonous Bulgarians outside Bulgaria. The case of Macedonia. Macedonia during the Middle Ages and the Ottoman period. Ohrid Archdiocese. Macedonian language and dialect division of "Macedonian languages". Macedonian cultural history in the context of ethno-differentiation and comparison with the Balkan states of Moldova, Cyprus, Kosovo. Bulgarians in Albania and Kosovo. The territory south of Ohrid. Dialect, religion and history of the Kochan and Goran Bulgarians. Bulgarians in Serbia. Bulgarian-Serbian cultural and linguistic border. Historical Fate of the Western Fringe. Legal status of the Bulgarian minority in Serbia, centers and culture. Bulgarians in Greece. Slavic heritage and Greek culture. Bulgarian "Pomash" and "Slavic -Macedonian" language in Greece. The Bulgarian monastery of St. George Zograf on Mount Athos. Bulgarians in Turkey. Constantinople and Asia Minor Bulgarians. Pomash villages in Turkey. Bulgarian Turkish immigrants in Turkey. Bulgarians in Romania. Dobruja under Romanian rule. The Bulgarian villages around Bucharest. Banat region. Serbian Banat. Religion and language. Local linguistic norm of the Bulgarian language. Bulgarians in Central Europe. Austria-Hungary and the history of Bulgarian resettlement. Bulgarian cultural traces in the Czech Republic, Slovakia, Hungary and Austria. Bulgarians in the Carpathians. Bessarabian Bulgarians. History of the resettlement of Bulgarians in Russia. The cultural mission of the Bessarabian Bulgarians. Odessa and Bolgrad in Bulgarian culture. The current state of the Bulgarian diaspora in Ukraine and Moldova. Olshan, Tavrian, Kherson, Crimean and Caucasian Bulgarians - dialect and cultural specificity. Bulgarians in South America. Bulgarians in Siberia and Kazakhstan. Specificity of the post-Soviet identity – re-emigration to Bulgaria. The ethno-social conundrum of the Gagauz case. Ethnogenesis, displacement and cultural affiliation of the Gagauz. Bulgarian and Bessarabian Gagauz. A Cultural History of the Gagauz in Moldova. The Turkish minority in Bulgaria. The Balkan Turks in the Ottoman Empire. Waves of evictions in Turkey after the Liberation and their resettlement there. Traditional and modern cultural history of the Bulgarian Turks. Identity of the Bulgarian Mohammedans. Armenians in Bulgaria. History of their settlement on the Bulgarian lands. Armenian communities in our country. Bulgarian Armenians in Bulgarian culture. Re-emigration to Armenia. The Jews in Bulgaria. History of their settlement on the Bulgarian lands. The Jewish communities in our country. Bulgarian Jews in Bulgarian culture. Reimmigration to Israel. The Greeks in Bulgaria. Varieties of the Greek presence on the Bulgarian lands. Black Sea Greeks and re-emigration to Greece. The community of Karakachans. Micro-communities in Bulgaria on an ethnic basis - Vlachs, Yuruts, Arbanas, Tatars and Lipovans. History of settlements, displacement, subsistence, religion and language. Presence in Bulgarian culture. Gypsies in Bulgaria. Roma displacements in the Balkans and in Europe. Roma culture and livelihood of the Roma. Classification of Roma groups in relation to each other. The Roma in modern Bulgaria - perspectives and controversies. Foreigners - on labor migration in Bulgaria. Vietnamese in our country - working conditions, socialization, experience with otherness. Foreigners from other Asian countries and from Latin America. Modern Bulgarian labor emigration. Problems and prospects for the Bulgarian communities in the USA, Canada, Australia and Europe. Cultural life and participation in local organizations. Educational needs of the second generation of immigrants. The fate of Europe and resettlement.

Learning technology and assessment: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials and satellite maps from the Internet www.GoogleEarth. Issues in the field of geographical distribution are also discussed of Bulgarians abroad. The exercises in the curriculum have a practical focus and aim to create in students the skills to recognize the stability and changeability of Bulgarian culture in different conditions, different linguistic, political and geographical environments. The students also gain skills for preserving the ethnic cultural wealth of the communities of non-Bulgarian origin in the conditions of the Bulgarian and pan-European civilization. Students are assessed with an exam and an ongoing assessment.

EUROPE: VALUES, GEOGRAPHIES, HERITAGE

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VIII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The course discusses what 'Europe' is in terms of values and behaviour, as social and imagined geographies. The question of whether there is a European culture and whether it is possible to talk about the historical unity of Europe is discussed. Concepts of permanence and interruptions in European culture from the 16th to the 21st centuries are analyzed. The origin of concepts such as solidarity, responsibility, tradition, understanding, recognition of otherness, etc. is analyzed. The position is defended that actuality such as motivation, values and behavior does not can be understood without historical experience. The question of the relationship between national and European culture, both understood in dynamics, as constantly transforming, is discussed.

Course content: Europe as a historical concept. Symbolic geographies of Europe. East and West in the European Middle Ages. Europe and the world around 1600. Concepts of Europe XVI-XVIII centuries. The understanding of civilization. Europe in the 19th century. Projects to unify Europe between the First and Second World Wars. Projects for Europe after 1945. The Treaties of Rome from 1957 and the development of the EEC until 1973. From the EEC to the EU. Institutions of the European Union. The Balkans and Europe. Europe and the Mediterranean: Orientalism and Occidentalism. European values.

Does European culture and European identity exist?

Teaching and assessment technology: Basic points are presented in the lectures, other activities are conducted as seminar exercises; this requires prior preparation on the part of the students and participation through essays and presentations on individual topics of the course content. Current assessment is a mandatory element of the overall assessment.

BULGARIAN CULTURE: TRADITIONS AND MODERNITY

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures + 1 hour of exercise

Knowledge check form: current control

Type of exam: written and oral

Semester: VII I

Methodological guidance: Department of Sociology; Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva

Abstract: The study discipline has a goal to outline the boundaries of the new Bulgarian culture in the 20th century. The lecture course includes topics from the problematic of historical-artistic processes, among which concepts and attitudes related to the establishment of stylistic trends come to the fore. Also with the formation of views on culture and art, the mission of the intelligentsia, visions of the future, and among them the specificity of the artistic work, its place in Bulgarian and European culture. Secondly, the lectures aim to introduce students to the complex issues and models of the Bulgarian cultural space, to contribute to the ability to interpret individual periods and artistic-historical phenomena while clarifying their essence, role and meaning. Through the lectures, the students learn the new European art trends in the 20th century and can independently discover their representatives and works among Bulgarian architecture, fine and applied arts. To independently find the connection with the old Bulgarian art and the way it was transformed into modern works.

Course content: Periodization of Bulgarian culture from 1878 to 2000. Development of Bulgarian architecture in the first half of the 20th century. Development of Bulgarian architecture in the second half of the 20th century. Church architecture in the twentieth century. Development of sculpture in the 20th century - monumental monuments. Bulgarian fine art in the first half of the 20th century. The "Native Art" and "New Artists" formations in the development of fine art. Life and work of Vladimir Dimitrov - Master. Bulgarian fine art in the second half of the 20th century. Main trends in the development of Bulgarian graphics in the 20th century. Main trends in the development of applied arts in Bulgaria in the 20th century.

Teaching and assessment technology: Lectures on the main topics - duration 30 hours. The dialogue between students and teachers takes place with a view to identifying the developing opportunities of cultural management. The lecture course is conducted both in the traditionally established way with the use of numerous publications from the field of culture, solving cases, as well as the use of audiovisual forms, presentations and interactive approaches. The lectures are supported by current examples from preserved architectural, sculptural and other monuments of the 20th century and from the modern development of culture. Issues raised and debated in theory and practice are discussed. Exercises on pre-assigned questions supplementing the lecture material – 15 hours. Tasks are set for independent work or team work in extracurricular employment. By following the technology developed and demonstrated in lectures and exercises, students prepare independently for a test or test. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

ECTS credits: 4.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: VIII

Methodological guide: Faculty of Economics

Abstract: The lecture course is aimed at revealing the essence, content, management and organization of entrepreneurship in the field of tourism. The aim of the course is for students to gain in-depth knowledge of the theoretical and practical problems of entrepreneurship and to familiarize themselves with basic approaches to its implementation in modern conditions.

Content of the course: Theoretical statements about entrepreneurship. Characteristics of small business. Defining Small Business Entrepreneurship. Definition of entrepreneurship. Factors for the development of entrepreneurship. Functions of entrepreneurship. Main characteristics of entrepreneurs. The European Union for the Development of Entrepreneurial Small Business. Approaches to the development of entrepreneurship in small business. Principles and areas of activity of the European Charter for Small Enterprises. EU measures to promote entrepreneurship in small businesses. Socio-economic impact of entrepreneurship and small business in tourism. Peculiarities of entrepreneurial activity in tourism. Entrepreneurship and the complex nature of the tourist activity. Peculiarities of the entrepreneurial business arising from the nature of the tourist product and its life cycle (intangible and complex nature of the product, impossibility of storing the product, life cycle of the product). Resources of entrepreneurial activity in the tourist business. A comprehensive approach to resources. Methodology for analysis and assessment of resources. Models for the development of entrepreneurship in tourism and for sustainable regional development based on tourism. Entrepreneurship and sustainable tourism business (nature and management). Entrepreneurship in cultural tourism. Basic aspects of management of entrepreneurial activity and small business in tourism (entrepreneurial strategies). Business associations in the field of tourism - essence and forms. Culture and social responsibility of entrepreneurship.

Teaching and assessment technology: Teaching in the discipline is carried out in the form of lectures and practical classes. Mandatory, a short introduction is made at the beginning of each lecture, ensuring the necessary transition from one topic to another. The discipline ends with an exam. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

II. ELECTIVE DISCIPLINES

ACADEMIC WRITING

ECTS credits: 2.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I

Methodological guide: Department of Fine Arts, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Tatyana Hristova

Abstract: The course introduces students to the basics of writing short scientific texts, to the ways of using sources in academic reports, abstracts, and theses. The goal is for students to understand how they should use sources effectively and responsibly, how to arrive at the presentation of original ideas in their written texts. Understanding the information presented in the course outlines an important step in the student learning process and answers the question of how students can engage with and interpret the ideas of other scholars. In the course, students are introduced to the basics of information literacy and its requirements in the learning process. Attention is also paid to library literacy related to finding and using the printed and electronic resources of the university library.

Course content: What is academic writing? Student Academic Writing; Using the sources of information in scientific texts; Introduction to Information Literacy; Library work; What is plagiarism? Quoting, paraphrasing and summarizing; Citation systems.

Teaching and assessment technology: Teaching methods and tools: 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current issues by students; 4. Reading assignments in articles, magazines, monographs, etc. 5. Referencing parts of a book. Students are expected to take a test to finalize the grade.

WRITTEN AND SPEAKING CULTURE

ECTS credits: 2.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I

Methodological guide: Faculty of Philology

Abstract: The study course consists of 30 hours of lecture course, and the number of hours for extracurricular employment is 30. The training is carried out according to a curriculum, located in two modules - lecture and seminar classes. The lecture module includes a set of basic theoretical topics, specially selected from the field of spelling and legal speech in the modern Bulgarian literary language. The course aims to form in students the ability to correctly use the

spelling and grammar rules in force in the modern Bulgarian literary language. To form in the students the ability to explain the mechanism of the assumed spelling or legal language inaccuracy and the reasons that led to it - assimilation or dissimilation process, dialectal influence, etc. To cultivate respect for the creative genius of the Bulgarian, embodied in the Bulgarian language.

Course content: Spelling rules. Rules of legal discourse. Syntactic agreement rules.

Teaching and assessment technology: Classroom employment is made up of lectures and seminars. During them, students master theoretical knowledge and practical skills in the field of modern Bulgarian spelling and modern Bulgarian legal speech. The extracurricular employment of the student consists of: independent work in a library; consultations with the teacher. preparation for the seminar class; preparation for control work; written development of tasks and topics (abstracts) set by the teacher; written coursework development; field work (collection and processing of material). The assessment of the acquired knowledge in the discipline is carried out through ongoing control. Current control is carried out during classes with practical tasks and control works.

GENERAL AND APPLIED ETHICS

ECTS credits: 2.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I

Methodological guide: Faculty of Philosophy

Abstract: The discipline "General and applied ethics" clarifies the "practical" meaning of philosophy and is closely related to the problems of the essence of man, considered in philosophical anthropology. The ethical aspects of being are an inseparable part of religious doctrines, and this predetermines the kinship of ethics with the philosophy of religion. In the history of philosophy, the solutions to the question about the essence of the good and the beautiful, i.e. about the ethical and the aesthetic, are often intertwined. All this emphasizes the importance of the course in classical and applied ethics, which should clarify the historical development and the current state of ethical studies.

Content of the course: Emphasis in the course is placed on the conditioning of ethics by the socio-cultural features of the eras and the empirical drift they leave in moral teachings. Ethical categories such as "good" and "evil", "duty" and "due", "freedom", "choice", "behaviour", etc., apart from their theoretical presence, are also sought at the level of practical validity in certain situations that also set the subject of the item. so-called applied ethics.

Learning technology and assessment: Priority in learning is given to the practical and independent work of students. In order to be admitted to the exam, the following minimum conditions must be met: a) attendance at a minimum of 10 hours of lectures; b) presentation of an essay on a topic determined by the teacher; c) a minimum score of "average" in the control test. For each absence in more than the permissible, the student is obliged to present a synopsis

of a text specified by the teacher. The final grade for the study discipline "General and applied ethics" is formed at the end of the semester course of study, summing up in the ratio 6: 1: 3 the grades from: a) written exam, b) previously prepared essay, c) the results of the control test.

HOW TO UNDERSTAND VISUAL ART

ECTS credits: 2.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: II

Methodological guide: Department of Fine Arts, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Tatyana Hristova

Abstract: The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying the nature of visual art and its types. The main emphasis is placed on the presentation of knowledge about specific artists and periods of the development of visual art. Objectives of the discipline: Presentation of art as a complex separate structure in the spiritual life of humanity; Introducing students to the principles, features and possible problems related to the development of visual arts; Understanding the changes that occur in the way of existence and functioning of works of art in the new conditions of technical reproducibility; Gaining knowledge about specific artists and periods of the development of visual art; Acquiring skills to express thoughts and ideas through discussions and written analysis to illustrate the basic knowledge for understanding the visual arts; Preparation of students for successful inclusion in cultural and media practice.

Content of the course: The lecture course starts from the examination of the communicative nature of art, the "artist-audience" relationship, and further attention is focused on the questions: about the role of the aesthetic ideal as a criterion for determining the creativity of artists belonging to different historical periods of the development of visual art; about the secret of artistry, which manifests itself in a specific way in works of art; about the specificity of art in the age of technical productivity and the inclusion of photography and cinema in the new cultural situation. Specific artistic works of painting, photography and cinema belonging to different cultures are identified.

Teaching and assessment technology: The course is made up of lectures, exercises and independent extracurricular work of the students: Lectures on the main topics - duration 15 hours. The lecture course is carried out in the traditional way with the use of multiple materials and texts, as well as with the help of multimedia and video materials. The main didactic form is PowerPoint. Tasks are set for independent work or team work in extracurricular employment. Current control is carried out through the following methods: Oral discussion, expression of one's own reasoned opinions concerning the treated topic in seminar classes; Oral presentation and defense of theses embedded in the assigned written work; Verification of acquired knowledge by solving tests and control checks on the taught material.

CULTURE OF THE ETRUSCANS

ECTS credits: 2.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: II

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The course of lectures examines the mythology, art, architecture and cultural heritage of the Etruscans, who lived in the 1st millennium BC. the territory of the modern Italian regions of Umbria and Tuscany. They reached their heyday in the 7th and 6th centuries BC. AD, creating a high spiritual and material culture that had a great impact on the Roman culture that followed it.

Course content: Introduction to the problem. Etruscan mythological representations. Ideas about the afterlife. Religious, magical, divination ritual practices. Etruscan kingship. The Etruscan city. Etruscan art. Etruscan tomb architecture.

Teaching and assessment technology: The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. Independent preparation includes: studying the literature on the discipline; preparation for the current control; exam preparation. The current control foresees the conduct of a test at the end of the study of the academic discipline. The final assessment for the study discipline "Bulgarian customary and ritual system" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and the results of the current control (i.e. the independent work) are taken into account.

EUROPEAN INSTITUTIONS IN THE FIELD OF CULTURE AND TOURISM

ECTS credits: 2.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: II

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Chief Assist. Prof. Dr. Anastas Ifandiev

Abstract: Through this course, students will gain information about the existing institutions and organizations in the EU and in the world supporting the development of cultural tourism, resources and technologies for the development of cultural routes. They will become familiar with international documents on the issue of cultural routes and their categorization, as well as with European policies for sustainable development in the field of tourism, cultural heritage and cultural monuments; will receive information about the existing "European Routes for

Cultural Tourism " categorized by the Council of Europe; they will be introduced to virtual cultural tourism routes in the form of documentaries and presentations and will have the opportunity to develop their own alternative route in a pre-selected area.

Content of the course: Cultural and historical prerequisites for the emergence of tourism as an organized activity; differences in American and European approaches to cultural tourism; features of cultural tourism in the European Union. Link between tourism, education, regional development, employment, environment, new technologies, transport and services. Institutional strengthening of tourism in Europe: an action plan for a more sustainable European tourism. The Council of Europe and its role in the development of European cultural routes ideas. The non-governmental sector in support of cultural tourism: role and tasks of the Institute of Cultural Routes in Luxembourg. Functions of cultural heritage for the development of tourism: potentials and problems; European legislation on matters of culture, cultural heritage and the preservation and exhibition of cultural monuments. Management of cultural tourism in places of historical importance. International charter for cultural tourism. Cultural tourism in the EU. Council of Europe Resolution (98)4 on cultural routes. Cultural tourism and cultural heritage in Europe as tools for creating a European identity: European Heritage Day, European Capital of Culture, European Heritage Label, etc.

Teaching and assessment technology: lectures on the main topics - duration 30 hours. Non-auditory employment: text annotation; referencing text; consultations; research on a given question. Requirements for admission to the exam: Regularity of classroom attendance (activity during lectures and quality of participation during exercises). Independent work related to the development of one of the following optional tasks: referencing literature related to the studied topics; project on a topic chosen from the studied material (discussion, offering a motivated thesis and solutions. Defense of the developed topic with a PP-presentation is foreseen.

THEORY AND PRACTICE OF VERBAL COMMUNICATION

ECTS credits: 2.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I I

Methodological guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Chies Assist. Prof. Dr. Slavka Popova

Abstract: Training in the subject provides an opportunity for students to acquire theoretical and practical knowledge and skills for working with the spoken word. The course in Theory and practice of verbal communication is aimed at revealing the main general theoretical and practical problems in working with the spoken word, related to both personal and professional culture in the process of verbal interaction. In the lecture course, verbal communication is considered as a socio-cultural phenomenon. The research approaches for the analysis of verbal communication are revealed, its prerequisites and applied-constructive aspects are outlined, the projections of verbal expression are categorized, the effects of culture and etiquette in relation

to verbal communication are interpreted. The main goal of the course is familiarization and practical improvement of public speaking skills. The course has the following tasks: to introduce students to the theoretical concepts, specifics and possible problems related to work with the spoken word; to expand students' knowledge of the basic principles in working on verbal communication; to stimulate the attitude of precise and effective verbal communication; to prepare students for independent development and practical implementation of tasks related to public speaking; to improve the students' individual skills for adequate verbal communication in view of the established cultural rules and etiquette norms in modern speech practice.

Course content: Transformations of the communication system and conceptualization of the human language paradigm. Applied-constructive aspects of the human linguistic modality. Theoretical statements and practical manifestations of verbal communication. Functions of verbal communication Basic determinants of verbal communication. Analytical Emphasis in Verbal Communication Research. Representative characteristics of verbal communication

Learning technology and evaluation: The lecture course is carried out in the traditional way, supplemented with multimedia presentations and with video recordings (or direct performances of pre-prepared teams) in accordance with certain topics; Extracurricular employment - following the technology developed and demonstrated in the lectures, students prepare independently for a control work or test. The independent preparation provides for: familiarization with the literature on the subject; development of a speech map; teamwork – preparation and participation in a verbal sketch; solving tests related to the problems of the course; The course in the academic discipline ends with a current assessment, which is formed as a general result of the semester assessment forms. A condition for forming a current assessment is that the student scores a minimum of 50 points. Otherwise, the teacher sets additional tasks for independent work until the required minimum number is reached.

HISTORY OF TOURISM

ECTS credits: 2.5

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I I

Methodological guidance: Department of Tourism, Faculty of Economics

Lecturer: Chief Assist. Prof. Dr. Lyubov Ivanova

Abstract: The course aims to acquaint students with the peculiarities and stages in the development of domestic and international tourism, its scientific and practical problems. To acquire, synthesize and upgrade knowledge in the field of tourism. To motivate students to master and enrich their knowledge through the specialized tourism terminology, which will allow them to expand their professional qualification and activity, realizing the social importance and economic efficiency of tourism as an economic branch and its multifaceted influence on the development of societies.

Content of the course: The development of the market economy and the emergence of a number of new tour operator and travel agency companies necessitated the need for more in-

depth knowledge about the past, present and peculiarities of tourism and its development, its elements and knowledge about the specifics of the tourist product and its management. The presented curriculum in the discipline provides opportunities for wide application in the training of personnel in educational institutions training professional or academic bachelors in tourism. It is also suitable for participants in training in the various forms of qualification enhancement and post-graduate training in tourism. The content concerns issues of theory related to the historical development and contemporary distribution of tourist flows. The peculiarities of tourism, types of tourism, factors for its development, tourist resources are affected. The role of tourism in the national economy as an economic branch is also considered. Other aspects of tourism are also covered sparingly, given the extensive matter affecting tourism development. organizational and technological aspects as an important subsystem of the tourist service. It was developed in the form of lectures, in which the information and knowledge are tailored to the requirements of the tour guide's practical activity.

Teaching and assessment technology: Lectures on the main topics - duration 30 hours. By following the technology developed and demonstrated in the lectures, students prepare independently for a control work or test. Independent work related to the development of set tasks from the following proposals. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance. The course of training in the discipline includes: conduct of incoming current control of each seminar session. Current control builds habits of systematic work.

ANCIENT THRACIAN HERITAGE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: III

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Annotation: The study discipline aims to: introduce students to the main characteristics, peculiarities and problems, related to the ancient Thracian heritage in Bulgarian folk culture. to stimulate their creative thinking; to prepare students for independent development of an essay on a certain scientific problem.

Course content: The course offers an overview of theoretical issues, sources and history of research. Training in interdisciplinary field research methods and desk analysis is offered. The training is focused on the ancient Thracian heritage in Bulgarian folk legends and rites, as well as on the ancient Thracian holy places associated with them. It is focused on the symbolism, functions and genealogy of the motifs: Origin, movement in time and space, of the processes of the inclusion and adaptation of individual mythological representations in the Bulgarian folk culture.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of numerous materials and texts, and with the help of multimedia and video materials, graphic maps and diagrams, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in science are discussed.

The independent preparation provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper.

The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

CULTURAL TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: III

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: Through this course students will acquire general theoretical knowledge in the field of cultural tourism, resources and technologies for developing cultural routes. They will familiarize themselves with the international documents on the issue of cultural routes and their categorization, as well as with the Bulgarian national legislation in the field of cultural heritage and cultural monuments; will receive information about the existing "European Routes for Cultural Tourism" categorized by the Council of Europe; they will be introduced to virtual cultural tourism routes in the form of documentaries and presentations and will have the opportunity to develop their own alternative route in a pre-selected area.

Course content: Cultural-historical prerequisites for the emergence of tourism as an organized activity. Differences in American and European approaches to cultural tourism. Tourism in the European Union. Link between tourism, education, regional development, employment, environment, new technologies, transport and services. Functions of cultural heritage for the development of tourism: potentials and problems. National legislation on matters of culture, cultural heritage and the preservation and display of cultural monuments. Cultural-historical heritage: characteristics, types, structure. Council of Europe Resolution (98)4 on cultural routes. Categorization of routes. Potential of cultural tourism: advantages and dangers. Subjects of cultural tourism - the role of the third sector (ICOMOS, European Institute for Cultural Routes, etc.) Management of cultural tourism in places of historical importance. International charter for cultural tourism. Sample routes for cultural tourism in Europe: The Way of Santiago de Compostela; route of the Hanseatic League; the project "Architecture without borders" - the rural habitat from West to East. Resources for the development of cultural tourism routes: animation of the cultural-historical heritage in development.

Learning technology and assessment: Within the course, students are required to regularly attend lectures and participate in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of student participation in the seminars and discussions. To shape their final assessment, students must (optionally) develop an 'analysis' type coursework on pre-assigned topics, a presentation or a short documentary film.

REGIONAL SPECIFICITY AND MUSEUM EXPOSITION

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: III

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The course offers extensive information about museum exhibits. Lectures cover the theoretical part about expositions: the goals, types and most famous world expositions and their construction history. The practical part concerns the construction of an exhibition and the stages it must go through, as well as the legislation currently in force in the Republic of Bulgaria regarding the construction and management of exhibitions. Special attention will be paid to new technologies applied in building modern expositions to make them attractive and accessible to the maximum number of visitors, as well as modern means for their promotion.

Course content: Museum exposition: purpose, typology of museum expositions. Expositions in major world museums; Stages of construction of the museum exposition. Documentation of the museum exposition. New technologies in museum expositions. Interactive approach in museum expositions. Future of museum exhibitions. Promotion of museum exhibitions. Audiences at museum exhibitions.

Teaching and assessment technology: Lectures on the main topics - duration 30 hours. Methods and means of teaching 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current affairs by students. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

FASHION AND LIFESTYLE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: I V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Chief Assist. Prof. Dr Silvia Petrova

Abstract: The course focuses on two of the most significant phenomena in modern mass culture - fashion and lifestyle, refracted through the prism of the media. In the lectures, definitions of the main concepts are given, the various manifestations of the considered phenomena are investigated, a critical view is built, and practical skills in the media sphere are formed. The manifestations of fashion and lifestyle in the media in the age of Web 2.0 (social networks, blogs, etc.) are investigated. The phenomena of fashion and lifestyle are key to the modern existence of the media, which is why they can serve as a starting point for the analysis of a number of media phenomena not only among entertainment, but also among informative and interpretive genres. Objectives: Getting to know the basic theoretical developments on mass culture, fashion, identity and lifestyle; Research of the media manifestations of the considered phenomena - in traditional and new media; Development of interpretive skills in the sphere of lifestyle and fashion media.

Content of the course: 1. The debate high (elitist) - mass culture. The birth of the concept of mass culture through its negation; 2. Functions of mass culture. Formation of behavioral patterns. Receptive models of mass culture: projection - identification. 3. Identity and lifestyle. The reflective project of the self. Models for imagining the self. 4. Fashion as a cultural phenomenon. 5. Lifestyle media: features of language and image.

Teaching and assessment technology: Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of the various manifestations of fashion are discussed and

lifestyle in the media. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: Acquaintance with the literature on the discipline. Preparation of abstracts. Preparing a critical analysis of a text. Preparation for discussions on predetermined topics.

CULTURAL PROFILING OF TOURIST DESTINATIONS

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The discipline offers an analysis of the role and place of cultural tourism in combination with other basic and traditional forms of tourism. Opportunities and good practices for increasing tourist interest and tourist flow are studied, by combining with the opportunities and attractions offered by cultural tourism. A special place is devoted to the forms of cultural animation for enhancing the attractiveness of the tourist product.

Course content: Introduction to the problem. Cultural corridors in Southeast Europe as a good practice for cultural profiling of tourist destinations. Cultural and maritime tourism. Good practices. Cultural and spa tourism. Good practices. Cultural, mountain and eco tourism. Cultural and rural tourism. Good practices.

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, as well as with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed. The independent preparation provides for: studying the literature on the discipline; preparation of an essay on a selected topic from the studied material; independent development of optional tasks; independent development and defense of a course project. The current control provides for the conduct of a test at the end of the study of the academic discipline.

The final assessment for the course "Cultural Profiling of Tourist Destinations" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and reporting the results of the current control

THE SIGN SYSTEM IN THE BULGARIAN MIDDLE AGES

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: IV

Methodological guidance: Department of Sociology; Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva

Abstract: The course introduces students to research on non-verbal communication and the current state of medieval studies. Leading in the lectures is the concept of the Middle Ages as a highly semiotic age, where gestural behavior is one of the main means of expression.

Content of the course: The lectures are dedicated to the attested gestures in the different spheres and activities in the Bulgarian medieval culture: medieval literature - biographical, oratorical, apocryphal, chronicles, etc.; the church liturgy, medieval painting - wall paintings, miniatures, iconography, metal and stone sculptures. Also the sustained gestures and bodily behavior in labor activities and in folk ritual and dance. Work with students focuses on theoretical aspects of gestural expression through a small number of but highly meaningful gestures and their arrangement in a system. The course aims to: Through the course on gestural behavior, students become familiar with medieval Bulgarian culture, in its official, religious, heretical, folk, social and gender-differentiated aspect. The basic principles of non-verbal communication and especially of gestural expression are mastered, with a huge implicit reflection in modern times in interpersonal and intercultural communication.

Teaching and assessment technology: The lecture course uses theoretical and scientific research in semiotics, kinesics and proxemics. Body language in modern times and gestures in cultural history are examined. Texts from the Middle Ages are used. Issues related to the Bulgarian sign language and the gestures of the professional and social classes are discussed. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract on a theoretical work related to the problem of non-verbal communication; developing an analysis of a medieval work with a view to presenting the described gestures and other forms of non-verbal communication.

MODERN INTERPRETATION OF CULTURAL HERITAGE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: IV

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The discipline offers an analysis of the current state of Bulgarian cultural heritage. The possibilities, forms and good practices for the successful inclusion of cultural heritage in modern cultural life are studied. A special place is devoted to the forms of cultural animation, as well as to the place of the new electronic technologies used to popularize and culturally animate the cultural heritage.

Course content: Introduction to the problem. Contemporary state of the Bulgarian cultural heritage. Issues and good practices. Problems of the study of cultural and historical monuments. Problems of the socialization of monuments of cultural and historical heritage. Good practices. Opportunities for cultural animation of cultural heritage monuments. Good practices. Possibilities of modern technologies for socialization and cultural animation of cultural heritage

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed. The independent preparation provides for: studying the literature on the discipline; preparation of an essay on a selected topic from the studied material; independent development of optional tasks; independent development and defense of a course project. The final assessment for the course "Modern interpretation of cultural heritage" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and reporting the results of the current control

CULTURAL ANIMATION OF FOLKLORE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The course offers an introduction to the main directions in cultural animation and museology. Within the framework of cultural animation, cultural institutions and their role in public life are studied. Various mechanisms of promoting cultural achievements are presented

depending on the type of cultural product and user, as well as the latest challenges in cultural animation. Special emphasis is placed on the methods of promoting the cultural, historical and natural heritage of Bulgaria.

Course content: Museology is divided into two parts: theoretical and practical. In the theoretical part, the theory of museology and museography, history of development of this discipline, as well as of museums, legislation in global and local aspect is studied. In the practical part, the activities of the modern Bulgarian museum, the way of storing museum objects, their documentation, restoration and exhibition are studied. Special attention is paid to new challenges in museology, to virtual museums, interactive expositions, as a new way of contacting museum exhibits.

Teaching and assessment technology: Teaching methods and tools: 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current issues by students; By following the technology developed and demonstrated in lectures and exercises, students prepare independently for a test or test. Independent work related to the development of set tasks from the following proposals.

INTERNET AND CULTURE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova, Chief Assist. Prof. Dr Silvia Petrova, Chief Assist. Prof. Dr Anastas Ifandiev

Abstract: The discipline provides knowledge about the transition to the knowledge society, which is distinguished by a qualitatively new structure, organization and social relations. It is a relationship based on global access to knowledge, education, communication and culture. The cultural interpretation of the Internet as a phenomenon of the modern information society and cultural environment is presented. The Internet is considered from a cultural point of view as the first interactive media that gives a new look (thanks to digitalization), new opportunities for the development of culture.

The web is presented not simply as one of the means of preserving and translating cultural experience, but also as a means of organizing cultural content, which brings about a significant change in the architectonics of culture itself. The lecture course reveals the main methodological and general theoretical problems related to the development of the Internet as the newest and rapidly changing information environment of modern culture. Some important questions pointing to the changes caused by the new communication and information technologies in the culture, art and education of the 21st century are considered. Consideration of the Internet as a means of storage and translation of cultural-historical experience is also an object of attention. Students are introduced to various programs and initiatives of the European

Union to create a single European cultural space. Special attention is paid to the role of e-books, e-libraries and e-museum for building an active creative personality.

Content of the course: The knowledge society - a source of development; Europe in the age of the Internet; The Internet revolution and the challenges to culture; European cultural heritage in the digital 21st century; E-museum; The educational policy of the knowledge society; The new information and communication technologies in the education of the 21st century; E-books and web publishers; E-libraries in the information society; New communication technologies and human rights; Media literacy and Internet safety.

Teaching and assessment technology: The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. By following the technology developed and demonstrated in the lectures, students independently prepare for control work. Two tests are planned during the semester. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

THE MYTH OF PARADISE ON EARTH

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Lachezar Antonov

Abstract: The course "The Myth of Paradise on Earth" traces the historical development of the mythologeme of the earthly paradise, which could be found in one form or another in almost every culture and era. Within the course, various ideas about the lost earthly paradise, about its search, discovery, recreation, reconstruction and invention are discussed and interpreted. The course pays special attention to the cultural and historical prerequisites for the emergence and development of socio-political utopias in the era of Modernity, as well as to the influence that different religious and mythological representations of the world have on these utopias.

Content of the course: The myth of paradise /"golden age"/ in the cultural-historical context of traditional societies. The biblical version of paradise and its interpretations in the Middle Ages and the Renaissance. The search for paradise on earth. Paradise Lost and Found. Cartography and imagination. attempts to spatially locate and visualize the earthly paradise. The myth of the earthly paradise and the birth of utopia. The earthly paradise in the totalitarian ideologies of the twentieth century. The bright future and the new world order. Market Uses of the Biblical Garden of Eden Plot. Mythology in advertising. The modern incarnations of heavenly abundance.

Learning technology and evaluation: The learning process is built on an interactive methodology, which implies the participation of students in the critical analysis of texts,

advertisements, video materials, tourist brochures, films, literary works. Students develop and present one presentation per semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

APPLIED SEMIOTICS - BRAND MANAGEMENT

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: V

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The discipline examines aspects of the problematic of brand management, which has gained great popularity in recent decades in its various varieties. The lectures have a more practical focus, concentrating on personal brand management strategies. On this basis, each student must make a personal development concept - awareness of skills, experience, qualifications; setting goals in the field of professional realization, formulating specific steps to achieve them, etc.

Content of the course: The importance of brand management in the modern world - types of theoretical aspects of the problems of personal brand management; Stages in creating a personal brand image Creation of a personal brand portfolio.

Teaching and assessment technology: 15 hours of lectures on the main topics covered in the curriculum. The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. Students are actively involved in practical tasks to shape a personal brand image. Knowledge, skills and competence are evaluated during the classroom classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance. The assessment of the student provides for the conduct of tests during the semester and at the end of the study of the academic discipline

INTERCULTURAL COMMUNICATIONS IN TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Department of Bulgarian Language, Faculty of Philology

Lecturer: Prof. Dr. Stiliyan Stoyanov

Abstract: The "Intercultural Communications in tourism" course addresses a wide range of issues related to intercultural exchange. Emphasis is placed on situations where dialogue can be blocked. Special attention is paid to topics such as:

the relationship ethnic majorities - ethnic minorities, subcultures - dominant cultures, center and periphery, local and global, national and universal, the role of the new media environment, the direction of cultural flows in the globalizing culture, issues of cultural homogenization and synchronization, of cultural racism and etc. Tolerance in intercultural relations is the main moral and pedagogical horizon of the course.

Course content: The lecture course examines the potential for conflict inherent in ethnic stereotypes. The emphasis is placed on three aspects of the problem: 1) technologies for reproducing stereotypes; 2) legitimizing them as a market product that brings revenue; 3) spaces of publicity in which discriminatory discourses are tabooed or legalized accordingly.

Teaching and assessment technology: The lecture course uses theoretical articles, advertisements, press materials and tourist brochures reproduced for student use. Some of the topics require the use of video materials and the Internet. The main didactic form is PowerPoint. The office of the "Cultural Studies" department, equipped with computers and Internet access, offers excellent conditions for this type of study. The independent preparation provides for: familiarization with the literature on the discipline; developing a cultural analysis of a tourist brochure, website or periodical article.

TECHNOLOGY AND ORGANIZATION OF THE TOUR GUIDE ACTIVITY

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Chief Assist. Prof. Dr. Lyubomira Pinelova

Annotation: The presented curriculum in the discipline provides opportunities for wide application in the training of personnel in educational institutions training professional or academic bachelors in tourism. It is also suitable for participants in training in the various forms

of qualification enhancement and post-graduate training in tourism. The content concerns questions from the theory and methodology of tour guiding, its organizational and technological aspects as an important subsystem of the tourist service. It was developed in the form of lectures, in which the information and knowledge are tailored to the requirements of the tour guide's practical activity. The course aims to: Familiarize students with the features of the Tour Guide profession and additional activities in tourism, and more specifically with the characteristics of tour guide service and all the elements for forming, offering and implementing a complex tourist service, such as tour guide service; To acquire, synthesize and upgrade knowledge in the field of serving domestic and international tourists.

Course content: Origin and historical overview of the development of tourism - definitions. Domestic and international tourism; Main and accompanying activities in tourism. Technology of tour guide service. History and development of tour guiding activity; Content of the technological process in the tour guide service; The place and role of the tour guide in the tourist service; Characteristics and profile of the tour guide profession; Personal and professional qualities of the tour guide; Types of tour guides. The concept of an excursion. Rights and obligations of tour guides.

Guide service technology for A/tourist groups, B/ individual tourists. Guide service technology depending on the vehicle – air transport, road transport, rail transport, water transport. Guide service methodology. Specific methods of presenting tourist information. Tourist route. Essence. Technology of the tourist route. Sample programs. Domestic and international tourist routes.

Teaching and assessment technology: Lectures on the main topics - duration 30 hours. By following the technology developed and demonstrated in the lectures, students prepare independently for a control work or test. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

TOURIST MARKETS

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Annotation: The discipline "Tourist Markets" is intended for the students of the 2nd year, special "Tourism" as specialized information about tourist markets. The goal is for students to: (i) acquire theoretical knowledge and practical information about the essence, structure and types of tourist markets; (ii) know the specifics of demand and supply in tourism markets; (iii) be able to analyze a given tourism market in terms of supply and demand volumes; (iv) to understand the features of the main and potential for Bulgaria outgoing and receptive tourist markets in Europe, the Middle East, North America, Central Asia and the Far East; (v) master

essential management and marketing techniques for influencing tourism markets. The goals and tasks are for students to acquire basic knowledge and practical skills on the taught material and above all the types of tourist markets and the possibilities of penetration and successful implementation of a given market.

Course content: Nature of the tourist market. Structure of tourist markets. Types of competition. Structure of tourist markets - types of market defects (monopoly, oligopoly, monopolistic competition, etc.). Types of tourist markets (receptive, outgoing, in relation to different types of tourism, etc.). Calculation of potential and real volume of tourist demand and supply (definition and calculation of the available (available) market, the penetrated market and the potential market). Price and non-price determinants of supply and demand in the market. Market trends and development growth. Forecasting the development of a given market. Role of the state and European institutions for regulating tourist markets. Role of GATS to the UN and FTA for regulation of tourism markets. The problem of ensuring authenticity and the understanding of the "other" as a major non-price determinant of tourism markets. Ensuring sustainable development of tourist markets. Techniques for influencing tourism markets.

Teaching and assessment technology: Training in the discipline is carried out in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, ensuring the necessary transition from one topic to another. According to the content of the lecture material, the lectures are illustrated with tabular and graphic material, presented in PowerPoint presentations specially prepared for each lecture (topic) using a multimedia projector. The discipline ends with an exam. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes and during the implementation of the current control, and the results achieved from the assigned tasks, course project (abstract) and conducted control work are of serious importance.

ADVENTURE TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Abstract: The discipline offers a set of scientific information, specialized studies and good practices, enriching students' knowledge in the field of specialized types of tourism. The emphasis is placed on adventure tourism as an attractive form of spending free time, but also as an opportunity to escape from the monotony of everyday life. In this connection, the forms of manifestation from the field are studied.

Content of the course: Specifics and manifestations of adventure tourism. Issues in the study of consumer attitudes in relation to adventure tourism. Opportunities to practice adventure tourism on land. Opportunities to practice adventure tourism on water. Opportunities to practice

adventure tourism in the air. Equipment and equipment for the needs of tourists in adventure tourism. The mark in adventure tourism. Trends in ensuring the health and life of tourists when practicing adventure tourism. Adventure tourism destinations in Europe. Adventure Tourism Destinations in the Americas. Adventure Travel Destinations in Asia Pacific. Adventure Travel Destinations in Africa. Adventure tourism destinations in the Middle East.

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Themes and trends related to adventure tourism are discussed, as well as the work of leading authors and authoritative international publications in the field are analyzed. In the discipline, priority is given to the practical and independent work of the students, which is planned to be individual and in working groups. Knowledge, skills and competence are assessed in the preparation of both practical exercises and homework and course work. Incoming current control of each occupation is foreseen. The purpose of current control is to build responsibility in relation to the obligation of preliminary preparation, systematic knowledge acquisition, formation of applied thinking, skills to work with information products and ability to work in a team.

ADVERTISING IN TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Chief Assist. Prof. Dr Silvia Petrova

Abstract The course is aimed at studying the basics of advertising communication, its elements and regular interactions, as well as the varieties of advertising according to the media channel through which it is broadcast. The lecture course examines the peculiarities of advertising in print media, traditional electronic media - radio and television, as well as the presence in the hypertext space of the Internet. The emphasis is placed on the specifics of the Bulgarian advertising model, marked by belonging to the Balkan cultural area, and the consequences of European integration and globalism in the field of market relations and advertising practices are also commented on. In this spirit, changes in different codes of linguistic and visual advertising messages are analyzed. The socio-cultural consequences of advertising communication for the individual consumer are analyzed.

Content of the course: Peculiarities of the advertising communication system. Advertising - propaganda - PR. Types of ads. The advertising institutions. Advertising funding planning. Signs and symbols in advertising. Branding, brand management. Advertising agencies. Advertising campaign channels. Language and advertising discourse. Advertising colors and screens in print. The copywriter. Sources of information about print advertising texts. Advertising publications. The radio ad. The TV ad. Laws for constructing a commercial TV

spot. Promotion in traditional electronic media. Visual narratives on the web. Text and graphics in Internet advertising.

Teaching and assessment technology: The lecture course uses theoretical papers, advertisements and promotional materials reproduced for student use. Current issues related to the Bulgarian national identity in relation to advertising, which are discussed in the public space, are also discussed. At the end of the course, a project for one's own print, radio and television advertising is submitted, i.e. a project for an advertising campaign for a selected user group with an accompanying technological map describing the characteristics of the user group; the nature of what is being advertised; the advertising appeals used and the reason for their selection; the chosen advertising strategy with justification; the advertising arguments used and the reasons for their use.

PUBLIC RELATIONS

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Department of Public Relations, Faculty of Law and History

Abstract: The course offers the study of basic tools, strategies and perspectives in communications and the communication policy (internal and external) of the cultural organization. These communications are considered depending on the opportunities for forecasting and consulting in the field of "public relations", image building and promotion of cultural products, services and organizations.

Course content: The lecture course introduces the use and application of communication programs in the arts. The tasks of the training are the acquisition of knowledge on communicating with the media, creating a specific PR program and practical skills in the process of organizing press conferences and promoting cultural products, events, exhibitions. In addition to purely theoretical knowledge of the discipline, students can gain an orientation to the place of the role of communication policy and acquire practical skills for preparing communication programs.

Teaching and assessment technology: The course contains 15 hours of lectures. Students write and analyze texts on assigned topics. The exercises are based on the preparation of communication programs.

The aim is to stimulate the application of acquired knowledge on the communication relations of the cultural organization. The exercises are built with an interactive methodology, which implies teamwork, participation of students in discussions, work on projects.

MARKETING RESEARCH IN TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guidance: Faculty of Economics

Abstract: The main thematic directions of the discipline "Marketing research in tourism" outline the essence, types, scope and tools of marketing research as a management element of the marketing mix. The study discipline aims to further deepen, expand and concretize the knowledge acquired by students in the disciplines providing specialized training in the field of management.

Course content: Nature, role and tasks of marketing research, Process of marketing research. Types of marketing research and their characteristics.

Teaching and assessment technology: Lectures on the subject are conducted in the established traditional way, and students are introduced to the taught material. In order to provide quality education to students, the discipline flexibly combines different methods and forms of learning: lectures on key topics, seminar exercises and independent work in the form of a course project. The forms of control are also tailored to the nature of the discipline – conducting tests and discussing case studies and a written exam to verify knowledge. The discipline ends with an exam. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

BULGARIAN FOLK ART

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The discipline offers a comprehensive overview of Bulgarian folk art. Its formation from the ethnic traditions of Thracians, Slavs and proto-Bulgarians, its development during the Middle Ages and the Renaissance are studied. Special attention is paid to folk aesthetics, given the specialty in which it is taught, as well as to East and West as cultural influences. It is focused on the symbolism of motifs in Bulgarian folk art: Origin, movement in time and space, the processes of inclusion and adaptation of individual symbols. An important place is also given

to the internal connections between the individual types of art and especially to the mutual influences between folklore and Bulgarian folk art during the Renaissance.

Course content: 1. Prehistoric, ancient and medieval layers in Bulgarian folk art; 2. Plastic on ritual breads; 3. Stone sculpture; 4. Artistic wood carving; 5. Folk ceramics; 6. Artistic processing of iron and copper; 7. Bulgarian folk jewelry; 8. Art fabrics; 9. Bulgarian folk costumes and embroidery

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed.

POPULAR CULTURE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VI

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The course aims to provoke students' academic interest in the field of popular culture, which is traditionally underestimated as a field for scientific research. Attention is focused on several basic problems: what transformations the author, the work and the audience undergo when they become part of the culture industry; what tensions arise between "low" and "high" spheres of cultural production; what strategies of dominance and resistance develop between the ideologies of popular culture and its consumers; what forms of hybridization are observed when different types of art fall into the market regime of popular culture.

Course content: "Mass" and/or "popular" culture: theoretical debates; the cultural industry - specifics of production and consumption; transformations of the author, the work and the audience; politics of popular culture; formation of mass taste; subcultural identities; cultural canon, dominance and resistance; myths of popular culture.

Teaching and assessment technology: Seminar exercises include PowerPoint presentations and analysis of popular culture phenomena from the fields of literature, cinema, music, sports, and the entertainment industry. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

SUSTAINABLE TOURISM MANAGEMENT

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Faculty of Economics

Annotation: The study discipline "Sustainable tourism management" is oriented towards clarifying the specifics of sustainable development. It aims above all to acquaint students with the evolutionary process of forming the concept of sustainable development and its adaptation to the needs of management in tourism. Special attention is paid to the global approach to the problem. On the basis of the definition of sustainability as a process contributing to the real increase of well-being in the presence of conditions for the continuous continuation of the development while increasing its intensity of attention of the students, various management practices for sustainable tourism development are presented.

Course content: Theoretical foundations and concepts. Sustainable production and supply. Sustainable consumption. Individualization of consumption in tourism. Green jobs and businesses. Stagnation and urbanization of the environment. Sustainable tourism practices. Legal regulation of environmental protection. Training practices for sustainable tourism management.

Teaching and assessment technology The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, as well as with the help of multimedia and video materials. Current issues in the field of sustainable tourism management are also discussed. The independent preparation provides for: studying the literature on the discipline; preparation of a project on a selected topic from the studied material; independent development of optional tasks; independent development and defense of a course project. The discipline ends with an exam. In the discipline, priority is given to the practical and independent work of the students, which is planned to be individual and in working groups. Knowledge, skills and competence are assessed in the preparation of both practical exercises and of homework and coursework. Incoming current control of each occupation is foreseen.

TOURISM AND LEISURE TIME

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guidance: Department of Tourism Faculty of Economics

Annotation: The discipline "Tourism and Leisure time" examines "tourism" in the context of the diversity of tourism products and services, the challenges and prospects related to profiling, the socio-cultural aspects characterizing tourism demand, as well as the motives and needs influencing consumer decisions. The most current and modern trends related to the practice of tourism are studied, the possibilities for changes in the design of the supply, which should be oriented to the changed modern conditions of the tourist market and stimulation of demand. Emphasis is placed not only on the main and additional resources of tourism, but also on the role of experiences in the overall process of production of tourism products, as well as their impact on consumer evaluation and satisfaction.

Course content: Classification of types of tourism. Basic and additional resources of tourism. Sociocultural aspects of consumption of tourist products and services. Peculiarities of demand and supply in tourism. Modern challenges in tourism - market of experiences. Nature and importance of tourism profiling.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. The independent preparation provides for: studying the literature on the discipline; preparing an essay on a selected topic from the studied material; independently developing optional tasks; - independently developing and defending a course project.

INSURANCE IN THE TOURIST ACTIVITY

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guidance: Faculty of Economics

Abstract The course "Insurance in tourism activity" is optional for the students of the "Culture and cultural tourism" majors. The goal is for future economists to familiarize themselves with the content and significance of insurance relations as a specific type of economic relations, with the activity through which these relations are implemented, as well as with the impact of the state on their strengthening and development.

With the considered types of insurance, future financiers and accountants are given the opportunity to be oriented and familiarized with the main problems of insurance, emphasizing their essential, time-varying features. They will need this regardless of which side of the insurance contract the graduates will work on - as experts in an insurance company or as experts for its clients.

Course content: Nature, functions and importance of insurance. Life insurance. Accident Insurance and Medical Expenses Insurance. Insurance of buildings and property. Fire and Natural Disaster Insurance and Property Damage Insurance. Agricultural insurance. Casco insurance of motor vehicles, vessels and aircraft. Insurance of goods during transport in international transactions ("CARGO" insurance). Liability insurance. Professional liability insurance. Insurance of banking risks. Bank credit insurance, expert credit insurance, goods credit insurance. Main features. Insurance of financial risks and leasing. Income and expenses of insurance companies. Marketing and Marketing Strategies in Insurance.

Teaching and assessment technology: Lectures on the discipline are conducted in the established traditional way, and the students are introduced to the taught material. In order to provide quality education to students, the discipline flexibly combines different methods and forms of learning: lectures on key topics, seminar exercises and independent work in the form of a course project. The forms of control are also tailored to the nature of the discipline – conducting tests and discussing case studies and a written exam to verify knowledge. The discipline ends with an exam. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

HOTEL AND RESTAURANT BUSINESS

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Chief Assist. Prof. Dr. Lyubomira Pinelova

Annotation: The aim of the study program is the acquisition of knowledge and skills related to the planning, design and realization of the restaurant and hotel product. Training in the discipline includes the acquisition of systematic theoretical and practical knowledge on the main aspects of hotel and restaurant management, as part of the tourism industry.

Course content: Theoretical and methodological issues of tourism. Main characteristics and peculiarities of tourism. Development of tourism in Bulgaria. Hotel and restaurant business - characteristics, functions, legal basis. Restaurant business: general characteristics, features, perspectives. Modern trends in nutrition. Restaurant product development-design. Organization

and implementation of culinary production. Technology and organization of culinary production.

Forms and technology of service in the restaurant industry. Institutional catering service technology: school, hospital. Hospitality: essence, development, features. Realization of the hotel product. Franchising. Hotel and restaurant chains. Service technology in the restaurant and hotel. Hotel and restaurant product market.

Teaching and assessment technology: The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, as well as with the help of multimedia and video materials. Themes and trends related to adventure tourism are discussed, as well as the work of leading authors and authoritative international publications in the field are analyzed. Teaching methods: Lectures; team work and coursework. The discipline ends with an exam. In the discipline, priority is given to the practical and independent work of the students, which is planned to be individual and in working groups. Knowledge, skills and competence are assessed in the preparation of homework and course work.

INFORMATION TECHNOLOGIES IN TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: The Faculty of Mathematics and Natural Sciences

Abstract: The content of the course is tailored to the preparation of specialists who will work in the conditions of the market economy. The implementation of information systems is in a new working environment equipped with personal computers that work autonomously or in a network. The aim of the discipline is the acquisition of knowledge, theoretically understood and directly related to practice. Students should familiarize themselves with the fundamental concepts in the construction of information systems in companies and the banking sector of the national economy that serves them.

Course content: Information systems. Information systems based on computer technologies. Modern information systems in the banking sphere.

Teaching and assessment technology: Lectures on the discipline are conducted in the established traditional way, and the students are introduced to the taught material. The information and resource provision of the classes is reduced to the use of multimedia for the visualization of specific processes, models, schemes, diagrams and tables that will be subject to discussion. The discipline ends with an exam. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

THE BULGARIAN CUSTOM AND RITUAL SYSTEM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Dimitriya Spasova

Abstract: The optional discipline "Bulgarian customary ritual system" aims to acquaint students with the peculiarities of ritual in Bulgarian folk culture. Emphasis is placed on the most significant holidays of the winter, spring and summer calendar cycle and the accompanying lunches. Attention is paid to the symbolism of the considered holidays, customs and rites, ritual persons, actions they perform and the meaning they put into them.

Course content: Inheritance and succession. Components of Ritual; Calendar holidays and customs of the Bulgarians; Holidays, customs and rites of the winter calendar cycle. Holidays, customs and rites of the spring calendar cycle. Holidays, customs and rites of the summer calendar cycle. Labor holidays, customs and rituals. Customs and rites related to the birth and upbringing of a child; Customs and rites of passage to social maturity. Wedding customs and rites: Rituals and customs in the traditional Bulgarian family. Magical and healing rites. Rites to ensure rainfall and fertility. Rational and irrational healing practices.

Teaching and assessment technology: The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. The independent preparation includes: preparation of 3 abstracts of articles or books on a topic from the studied material; - description and presentation of a ritual of choice - independent development and defense of a course project; preparation for the current control preparation for the exam. The final assessment for the study discipline "Bulgarian customary ritual system" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and reporting the results of the current control (i.e. the independent work) in proportion 6:4 conditional parts.

BULGARIAN FOLK MYTHOLOGY

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The course offers a complete overview of Bulgarian folk mythology. The formation of the ethnic traditions of the Thracians, Slavs and proto-Bulgarians, the development during the Middle Ages and the Renaissance is also studied. Special attention is paid to the Bulgarian folk demonology, and among it to the mythological images of the dragon and the snake from the Bulgarian folk culture. The emphasis is on the symbolism and genealogy of mythological images and representations, on their origin and movement in time and space. An important place is also devoted to the history and state of studies of Bulgarian folk mythology.

Course content: Historiographic problems of Bulgarian folk mythology. Bulgarian folk worldview. Space in Bulgarian folk beliefs. Beliefs about demonological beings from Bulgarian folk mythology. Pagan heritage in the popular cult of Christian saints. The image of the sun from Bulgarian folk mythology. The image of the snake from Bulgarian folk mythology. The image of the dragon from Bulgarian folk mythology. The image of the self-divine from Bulgarian folk mythology. The image of the cosmic tree from Bulgarian folk mythology.

Teaching and assessment technology: Lectures on the main topics - duration 30 hours. Methods and means of teaching: 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current affairs by students. Independent work related to the development of set tasks from the following proposals: preparation of a bibliographic reference; preparation for tests and control checks of knowledge; referencing literature related to the studied topics (and reviewing the referenced article, studies, part of a monograph); term paper writing. The discipline ends with a current assessment. Priority in training is practical and students' independent work. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

TRADITIONAL BULGARIAN CRAFTS AND ARTS

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Prof. DSc Vasil Markov

Abstract: The course offers a comprehensive overview of Bulgarian folk crafts and arts. Their formation from the ethnic traditions of Thracians, Slavs and proto-Bulgarians, its development during the Middle Ages and the Renaissance is studied. Special attention is paid to folk aesthetics, as well as East and West as cultural influences.

It is focused on the symbolism of motifs in Bulgarian folk art: Origin, movement in time and space, the processes of inclusion and adaptation of individual symbols. An important place is also given to the internal connections between the individual types of art and especially to the mutual influences between folklore and Bulgarian folk art during the Renaissance.

Course content: Prehistoric, ancient and medieval layers in Bulgarian traditional crafts and arts. Plastic on ritual breads. Stone sculpture. Artistic wood carving. Folk ceramics. Artistic processing of iron and copper. Bulgarian folk jewelry, Art fabrics. Bulgarian folk costumes and embroidery. Bulgarian folk architecture as art.

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed.

The independent preparation provides for: - studying the literature on the discipline; preparation of an essay on a selected topic from the studied material; - independent development of tasks of choice; - independent development and defense of a course project.

ENTREPRENEURSHIP IN THE FIELD OF CULTURE

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Faculty of Economics

Annotation: The study discipline aims to reveal the essence, content, management and organization of entrepreneurial business in the market economy. The aim of the course is for students to gain in-depth knowledge of the theoretical and practical problems of

entrepreneurship and to familiarize themselves with the main approaches to implementation in the modern world.

Course content: Getting to know the development of the economic theory of entrepreneurship, its essence and characteristic features. Gaining knowledge and forming skills for management and organization of entrepreneurial business.

Learning Technology and Assessment: Oral discussion in the expression of own reasoned opinions concerning the treated topic in the seminar classes. Oral presentation and defense of theses embedded in the assigned written work. Checking the acquired knowledge by solving control tests, checks on the taught material. Skills to present and successfully defend own ideas. Using a creative approach in solving the cases. The evaluation is formed by taking part in discussions, development of coursework, ongoing control and solving cases

BALKAN CULTURAL CENTERS DURING THE MIDDLE AGES

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VII

Methodological guide: Department of Ethnology and Balkan studies, Faculty of Philology

Lecturer: Chief Assist. Prof. Dr. Ventsislav Bozhinov

Annotation: The study discipline aims to: introduce students to the scientific field related to the deep and comprehensive study of Balkan cultures, to prepare students for the awareness of Balkan cultures as a high achievement in the development of the cultural history of Europe, as well as to form a critical assessment of the previous public image of the Balkans, to prepare students for independent development of analyzes and projects related to the broad issues of Balkan cultures and their adequate presentation in tourism.

Course content: The study discipline summarizes the development processes in the culture of the Balkan peoples in their interdependence and in the scope of the civilizational achievements inherited from the ancient Mediterranean culture. The phenomena of the Balkans are analyzed, in which ethno-cultures are formed / progress or stagnate / initially, and subsequently the national cultures of the modern Balkan peoples. the specificity of the Balkan cultures and their coordination with the cultures of the East and the West is revealed. By genotype / origin / the Balkan cultures are a component of the Eastern Mediterranean cultures. And by phenotype they bear the features of the processes in contact cultural zones. The Balkan cultural centers are considered as generators of cultural mentality and objects of cognitive, historical and cultural tourism.

Teaching and assessment technology: Training in the discipline is carried out in the form of lectures and seminar exercises. The topics of the seminar exercises follow the study material taught during the lectures. The goal is for students to acquire skills to apply the acquired knowledge. Extracurricular employment is limited to learning the lecture material, working

with textbooks and other literary sources, independent preparation for solving tests, assignments, case studies, taking notes, writing essays and scientific reports.

TOURISM FINANCING AND LENDING

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

ECTS credits: 3.0

Weekly horarium: 2l

Knowledge check form: current control

Type of exam: written

Semester: VIII

Methodological guide: Faculty of Economics

Annotation: The discipline "Tourism financing and lending" has the task of presenting students with basic knowledge in the field of financing tourist companies, the problems of their financial and tax policy, the management of the company's own capital and assets, as well as the effectiveness of investment decisions. The material is selected in accordance with the planned schedule and the specifics of the specialty, and within the framework of a reasonable compromise between theoretical and practical material, priority is given to the practical side of the topics under consideration.

The developed rich textual material, case studies and practical tasks are aimed at consolidating the knowledge obtained within the lecture course, further developing it and looking for its real application in practice. The aim of the course is for students to acquire knowledge and skills in the taught material.

Course content: Money. Public (fiscal) finances; Consolidated state budget. Budget cycle; Taxes. Tax system and policy; Direct property and direct income taxes; Indirect taxes. Value Added Tax; Excise duties. Customs and customs policy; Non-tax and tax-like revenues in the state budget. Social security; Budget deficit and its financing. State expenditure; Capital of the enterprise; Financial results of the company's activity. Annual financial statements; Reproduction of the company's capital; Investing. Static methods for evaluating the effectiveness of the investment; Dynamic methods for evaluating the effectiveness of the investment.

Teaching and assessment technology: Lectures are conducted in the classic way, with students getting to know the taught material sequentially. Each lecture begins with a short introduction and a tie-in with the previous material. During the lectures, questions related to the previous material and introductory questions to the new material are asked. Given the specifics of the study course and to achieve the goals, tasks and expected results, the following forms of independent work are foreseen: oral defense of each case, solved by the students at the end of the practical exercises; homework; an essay, which is developed in a team of 3-4 students; tests to verify the knowledge and skills acquired from the lecture course and exercises. Tests are conducted both on paper and electronically. The discipline ends with an exam. In the discipline, priority is given to the practical and independent work of the students, which is planned to be

individual and in working groups. Knowledge, skills and competence are assessed in the preparation of both practical exercises and homework, computer tests and course work.

LEGAL AND REGULATORY REGULATION OF TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written

Semester: VIII

Methodological guide: Faculty of Law and History

Annotation: The discipline presents the legal regulation in the field of tourism in the Republic of Bulgaria. The Law on Tourism, as well as other normative and sub-normative acts regulating activities related to tourism in the country, are under review. The tourist rights of Bulgarians abroad are presented.

Course content: Development of tourism law. Tourist law as a branch of positive law. Basic normative and sub-normative acts regulating tourist activities in the Republic of Bulgaria. International tourism law. Organizations and legal acts regulating international tourism. European directives regulating tourism. Tourism management bodies in the Republic of Bulgaria: State bodies, local bodies, tourist associations. Powers. Legal regulation of tour operator and tourist activities. Organized group and individual tourist trips. Legal regulation of the hotel and restaurant industry. Categorization of tourist sites. Unified tourist information system. Controlling the tourist activity. Administrative-criminal liability.

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of numerous materials, texts and normative and sub-normative acts, as well as with the help of multimedia and video materials. The independent preparation provides for: studying the literature on the discipline; familiarization with the legal framework; solving tourism law cases; sample registration of a trader who will operate under the Act for tourism. The discipline ends with a current assessment. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

CULTURAL STUDIES

ECTS credits: 3.0

Weekly horarium: 2 hours of lecture

Knowledge check form: current control

Type of exam: written

Semester: VIII

Methodological guide: Department of Cultural Studies, Faculty of Arts

Lecturer: Assoc. Prof. Dr. Anton Genov

Abstract: The study discipline "Cultural studies" is aimed at theoretical and practical learning of the ways of conducting empirical research in the field of cultural studies.

Content of the course: Relationship between theoretical and empirical knowledge. Sources of empirical data. Developing a program for empirical research; registration and sampling methods; Basic forms of empirical data collection. Observation, Experiment. Life path research. Survey method. Content analysis. Other methods. Statistical processing and analysis of the results. Incorporating psychological tests into empirical research. Psychological test quality indicators. Types of psychological tests and work with them. Complex analysis of data obtained with different methodologies.

Teaching and assessment technology: The course includes 30 hours of lectures. Modern methods of teaching, discussion, discussions are used. The mastery of each empirical method is accompanied by the independent development by the students of the corresponding methodical tool - observation map, survey map, etc. and conducting a trial study. The coursework is a self-developed comprehensive program of empirical research, field research, processing and analysis of the results.

EVENT TOURISM

ECTS credits: 3.0

Weekly horarium: 2 hours of lecture

Knowledge check form: current control

Type of exam: written

Semester: VIII

Methodological guidance: Department of Tourism Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Abstract: In the discipline "Event tourism" the emphasis is on a rich and diverse palette of events, of different nature, which this type of tourism includes, on the opportunity it offers to improve the image of destinations, as well as to minimize adverse consequences of seasonality in tourism. On the other hand, special attention is paid to the dramaturgy of the experiences, which are an invariable part of the events and have a direct impact on the user evaluation. The role of event tourism in the increasingly saturated tourist market is studied, as well as the effects that special events have on the recognition and attractiveness of the tourist destination. An

important aspect in the discipline is the consideration of event tourism on the one hand, as a type of tourism, and on the other as a resource of cultural tourism and its key importance for preserving and popularizing the intangible cultural heritage.

Content of the course: Types of events in tourism. Essence of event tourism. Importance of event tourism for increasing interest and improving the image of the tourist destination. Events as a component of cultural profiling. Dramaturgy of experiences in event tourism. Development trends of event tourism.

Teaching and assessment technology: The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. The independent preparation provides for: studying the literature on the discipline; preparation of an essay on a selected topic from the studied material; - independent development of optional tasks; independent development and defense of a course project. The discipline ends with a current assessment. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.