

SUMMARY

**POSTGRADUATE MASTER'S AND DOCTORAL STUDIES FROM THE FIELD OF
INFORMATION SCIENCE IN CULTURE AND TOURISM OF THE UNIVERSITY
OF ZADAR**

UNIVERSITY OF ZADAR
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DEPARTMENT OF INFORMATION AND COMMUNICATION STUDIES

**POSTGRADUATE SCIENTIFIC STUDY IN
"CULTURE AND TOURISM"**

AND

**DOCTORAL STUDY IN
"CULTURE AND TOURISM"**

Zadar, 1999

THE CURRICULUM OF THE SCIENTIFIC POSTGRADUATE AND DOCTORAL STUDIES IN "CULTURE AND TOURISM":

AREA:	SOCIAL SCIENCE AND THE HUMANITIES
FIELD:	INFORMATION SCIENCES
BRANCH:	COMMUNICATION
DISCIPLINES:	COMMUNICATION IN TOURISM; COMMUNICATION CULTURE IN TOURISM; JOURNALISM AND PUBLIC RELATIONS IN CULTURE AND TOURISM; BUSINESS COMMUNICATION IN TOURISM; LOBYING IN CULTURE AND TOURISM; COMMUNICATION IN THE MEDIA; HUMAN COMMUNICATION; COMMUNICATION SYSTEMS IN TOURISM; DATA BASIS IN TOURISM; INFORMATICS IN CULTURE AND TOURISM; CULTURAL HERITAGE IN TOURISM; ECOLOGY IN TOURISM; ANIMATION IN CULTURE AND TOURISM; HYPERMEDIA AND MULTIMEDIA; INTERNET AND MULTIMEDIA IN CULTURE AND TOURISM; INTERCULTURAL COMMUNICATION; VISUAL COMMUNICATION IN CULTURE AND TOURISM

Scientific orientations of the postgraduate study:

- (1) TOURISM AND CULTURAL HERITAGE**
- (2) JOURNALISM AND PUBLIC RELATIONS**
- (3) ECOLOGY IN CULTURE AND TOURISM**

Doctoral study in "CULTURE AND TOURISM"

1. INTRODUCTION

According to the Higher Education Act (Zakon o visokim ucilistima, Narodne novine, 59/96), and in accordance with the recommendation of the National Board for Evaluation of Postgraduate Studies (22 February 1996), the new postgraduate scientific study in "Culture and Tourism" with the following three orientations has been proposed:

- (1) TOURIST CULTURE
- (2) JOURNALISM AND PUBLIC RELATIONS
- (3) ECOLOGY IN CULTURE AND TOURISM

with the aim of obtaining a Master's and a doctoral degree within the area of social sciences and the humanities, in the field of information sciences.

2. DECISION ABOUT FOUNDATION OF THE POSTGRADUATE AND DOCTORAL STUDY IN "CULTURE AND TOURISM".

The proposed curriculum of the scientific postgraduate and doctoral study in "Culture and Tourism" at the Faculty of Philosophy and Arts in Zadar was accepted by the Scientific and Teaching Board on its assembly held on 18 November 1999. Upon the review and positive judgment of experts, the Senate of the University of Split made a final decision to accept the syllabus and the teaching programme and to invite applications for admission to the approved studies.

The announcement was released on 18 May 2001. There have been 102 candidates from Croatia, Slovenia, Bosnia-Herzegovina and Yugoslavia, who applied for admission. This gives an international character to the study at its very beginning, which is also supported by the fact that the professors are from a large number of countries of Europe and America. We are ready for a complete internationalisation of our study and also with a financial and international support to organize lectures in English, Italian and Croatian.

Postgraduate and scientific study is conducted in cooperation with the Faculty of Philosophy and Arts of the University of Zagreb (Department of Information Sciences), the Faculty of Graphic Arts of the University of Zagreb, (Department of Communication and Information; Department of Print; Department of Ecology; Department of Multimedia and Hypermedia), the Faculty of Electrical Engineering and Information of the University of Maribor (the Study of Media and Communication) with the support of IFCA - International Federation of Communication Associations (Philadelphia, USA), ORBICOM (Montreal, Canada) and CCA – Croatian Communication Association, Zagreb, Croatia.

Postgraduate and doctoral study is established as:

- a) the study for acquiring an academic doctoral degree
- b) the study for acquiring an academic Master's degree

3. AIMS AND TASKS OF THE POSTGRADUATE AND DOCTORAL STUDY IN "CULTURE AND TOURISM"

The aim of the postgraduate and doctoral study in "Culture and Tourism" is scientific and professional training of its course takers for an autonomous, creative, professional and scientific work.

During the study the students acquire deep and basic knowledge from the social science and the humanities in the field of information sciences.

The basic task of the study is to enable its students to understand the structure and function of tourist culture, journalism, public relations, and human ecology on the level of a special and a particular system of new holistic conceptions and ideas in tourist culture and new worlds of global, regional, national, and local communication.

The new global and cultural system of communicating in tourism is to be conceived through interdisciplinary and multidisciplinary inclusion of various scientific conceptions and new knowledge (anthropology, sociology, linguistics, informatics, communication, ecology, etc.) New conceptions and new knowledge imply new models and patterns of human communication on all levels of culture and tourism. Namely, people involved in culture and Tourism communicate for various reasons. We communicate because of culture and tourism, but at the same time we also communicate to achieve a cultural dialogue in tourism, to show cordiality and friendship, and to fulfil aims and tasks in tourism. Communication in culture and tourism results in corresponding effects, it is mutually permeating, and communication in culture and tourism happens also when tourist activity is not successful enough. Communication in tourism is interpersonal symbolic communicating through cultural and tourist messages and symbols. Communicative symbols are words, gestures, mimics, and everything that enables events in culture and tourism. Communicating in culture and tourism is based on identical message to everyone, so every person involved in communication in culture and tourism is fortunate if understood in all communicative situations. Phenomenology of messages within the sphere of culture and tourism has a deep communicative meaning, both denotative and connotative. They are formed on the basis of accumulated human knowledge, and effectuated through communicative symbols and basic patterns of communication (what and how?). Culture and tourism are only one part of a scientific and communicative practice in the research of phenomenology and the process of communication.

Culture and tourism are not predictable human categories. They do not communicate according to mechanic principles, but appear in unpredictable communicative forms and symbols. For this reason it is indispensable to study culture and tourism as a phenomenology of communicative patterns (communication studies) because culture and tourism are mutually permeable (as objects of research) in the process of communicative interaction and events.

General communication develops from the general level as well as from special patterns of communication in culture and tourism, journalism, public relations, ecology and human communication. As a difference from general and individual patterns of communicating, special communication in culture and tourism examines how information is created, sent, accepted, restructured and disseminated, which also includes new media (the internet, e-mail, multimedia).

On the level of single disciplines, communication in culture and tourism finds its way into specific patterns of communication within the sphere of new ideas in culture and tourism, public relations, and all aspects of ecology in culture and tourism. Consequently, new scientific disciplines of communication are created and developed: COMMUNICOLOGY IN TOURISM; COMMUNICATION CULTURE IN TOURISM; JOURNALISM AND PUBLIC RELATIONS IN CULTURE AND TOURISM; BUSINESS COMMUNICATION IN TOURISM; LOBYING IN CULTURE AND TOURISM; COMMUNICATION IN THE

MEDIA; HUMAN COMMUNICATION; COMMUNICATION SYSTEMS IN TOURISM; DATA BASIS IN TOURISM; INFORMATICS IN CULTURE AND TOURISM; CULTURAL HERITAGE IN TOURISM; ECOLOGY IN TOURISM; ANIMATION IN CULTURE AND TOURISM; HYPERMEDIA AND MULTIMEDIA; INTERNET AND MULTIMEDIA IN CULTURE AND TOURISM; INTERCULTURAL COMMUNICATION; VISUAL COMMUNICATION IN CULTURE AND TOURISM, which are objects of research within the frame of proposed postgraduate and doctoral study in "Culture and Tourism. Since communication is particularly interested in the research of patterns of optimal communication, it is necessary through a diachronic and synchronic approach to show the course takers of the postgraduate and doctoral studies some special communication skills that derive from the structure and function of new ways of communicating in culture and tourism.

Further task of the postgraduate and doctoral study in "Culture and Tourism" is to train its course takers in all forms of interdisciplinary, transdisciplinary, and multidisciplinary (concerning economy, tourism, culture, journalism, media, ecology, theory, society, technology) approach in the research of Culture and Tourism.

For the same reason the course takers must be equipped with special skills and knowledge of qualitative research methodology in Culture and Tourism in order to gain competence in conducting empirical research and in writing Master's thesis and doctoral dissertation.

4. EXPLANATION OF THE PROPOSAL TO START POSTGRADUATE AND DOCTORAL STUDIES IN "CULTURE AND TOURISM"

The transition in the 21st century is not only a turning point in history and time, but also a period of the greatest transformation of Culture and Tourism since the beginning of tourism (travelling mankind).

Today we gradually face a new developing world of communication, in other words, a new society of communication that promotes tourist culture, journalism, public relations and human ecology in the light of new knowledge and new ideas in science.

The new society of communication develops new relations within spheres of culture, tourism, media, management, economy, ecology, social community, and journalism, with the aim of establishing a new communicative paradigm of a "new cultural, and travelling mankind (tourist culture) through new forms of postgraduate and doctoral education.

The proposed curriculum of the study in its synchronic and diachronic approach examines the role of new interdisciplinary and transdisciplinary conceptions in the field of communication, ecology, media, etc. necessary for a systematic study of Culture and Tourism.

The suggested concept of postgraduate and doctoral studies considers and understands culture, tourism, journalism, ecology and media as the biggest human movement in the history of the development of *homo turisticus*, which can be effectuated and realized on the basis of new interdisciplinary, transdisciplinary and multidisciplinary patterns of communication, applicable in the world of global and contemporary tourism.

The suggested concept of the study proceeds from the hypothesis that the existing science of economy and tourism has neglected the basic patterns of communication and that it has not treated equally all aspects of the media (journalism in Culture and Tourism), public relations,

ecology and phenomenology of tourist culture, which are implied by the new world of communication and tourism.

The new global society of communication and information develops new relations in all spheres of tourist economy, management, ecology, culture and new social and human values, which derive from the conceptual model of the suggested postgraduate and doctoral studies in "Culture and Tourism" (a new paradigm of culture, tourism, ecology and communication in the world of communication).

The suggested study offers new basic and strategic patterns indispensable for the development of culture and tourism, both domestic and international, which is comparable with similar programmes at: Jacksonville University, Florida; Ithaca College (School of Communication), USA; Study of Media and Communication, Maribor University, Slovenia.

5. DESCRIPTION OF SCIENTIFIC QUALIFICATIONS

All studies of culture and tourism in developed democratic countries promote tourist culture in the form of Master's and doctoral studies. The sub disciplines of communication such as: COMMUNICATION IN TOURISM; COMMUNICATION CULTURE IN TOURISM; JOURNALISM AND PUBLIC RELATIONS IN CULTURE AND TOURISM; BUSINESS COMMUNICATION IN TOURISM; LOBYING IN CULTURE AND TOURISM; COMMUNICATION IN MEDIA; HUMAN COMMUNICATION; COMMUNICATION SYSTEMS IN TOURISM; DATA BASIS IN TOURISM; INFORMATICS IN CULTURE AND TOURISM; CULTURAL HERITAGE IN TOURISM; ECOLOGY IN TOURISM; ANIMATION IN CULTURE AND TOURISM; HYPERMEDIA AND MULTIMEDIA; INTERNET AND MULTIMEDIA IN CULTURE AND TOURISM; INTERCULTURAL COMMUNICATION; VISUAL COMMUNICATION IN CULTURE AND TOURISM are more thoroughly developed within north American disciplines of culture and tourism with the orientation in communication and praxis, in European countries (Switzerland, France, Spain, Greece) and lately in Slovenia, Italy, Australia, and South Africa, at the same time when an organized activity in the field of theory of communication (communication studies) was initiated at the Faculty of Philosophy and Arts in Zadar, University of Split (the Study of Culture and Tourism since 1995). In this way it is confirmed that a scientific postgraduate and doctoral study of "Culture and Tourism" at the Faculty of Philosophy and Arts in Zadar has a firm scientific background for its development.

The study of "Culture and Tourism" is especially important for Croatia because:

- a) it opens the possibility for better understanding of newly born institutions and processes in culture and tourism in the Republic of Croatia (by applying the experience of developed countries)
- b) every serious research strategy of tourism in smaller tourist countries requires the opening of new educational and scientific profiles (tourism communication experts) following the experience of almost all developed universities (USA and EU countries with a long lasting tradition in culture and tourism).
- c) education in culture and tourism is unconceivable without applying a new technology of communication, new media, the internet, and other forms of modern communicating
- d) national culture and tourism must be developed in the context of new communication profiles (journalism in culture and tourism)

- e) public relations are becoming urgent issue that concerns praxis, economy, culture, tourism, politics and science of smaller tourist countries, whose tourism is based on local, national, regional and global bonds in communicating
- f) ecology in culture and tourism becomes an integrative part of functioning in local, regional and national administration, and therefore represents a new communicative model of the development of culture and tourism in the Republic of Croatia.

The postgraduate and doctoral study in "Culture and Tourism" offers opportunity for a scientific and vocational training of young experts, who in their work in tourism and culture could implement the experience of developed European countries in various tourism orientated parts of our country. Consequently, they could solve problems of culture, tourism, ecology, journalism, media and its new technology, and other related activities that require knowledge of communication (information science), culture and tourism, and especially of communicative competitiveness of developed countries and universities in Europe and America.

6. ACADEMIC DEGREE

After the successful completion of the study i.e. with the most possible number of credits (as at universities of western tradition) and the presentation of Master's thesis, the following academic degree is conferred: A Master of Arts in Culture and Tourism in the area of social science and the humanities, in the field of information science (with the orientation in: tourist communication, journalism and public relations, and ecology in culture and tourism):

The successful completion of the doctoral study and the defence of dissertation result in conferring the candidate the following academic degree: PhD. in the area of social science and the humanities, the field of information science (with the orientation in: tourist communication, journalism and public relations, and ecology in Culture and Tourism), e.g. PhD. in Culture and Tourism Ecology; PhD in communication in Culture and Tourism, PhD in Journalism and Public Relations; PhD in Multimedia communication.

7. ORGANIZERS OF THE STUDY

The organizer of the study is:

- a) the Study of Culture and Tourism of the Faculty of Philosophy and Arts, University of Split
- b) the Faculty of Philosophy and Arts, University of Zagreb,
- c) the Faculty of Graphic Arts (Department of Communication and Information; Department of Print; Department of Ecology; Department of Multimedia and Hypermedia);
- d) the Faculty of Electrical Engineering and Information, University of Maribor (the Study of Media and Communication);
- e) with the support of IFCA - International Federation of Communication Associations (Philadelphia, USA), ORBICOM (Montreal, Canada) and CCA – Croatian Communication Association, Zagreb, Croatia.

8. DURATION OF THE STUDY

The postgraduate scientific and Master's study of "Culture and Tourism" last four semesters (two years).

The doctoral study lasts six semesters (three years).

For a person who got an academic MA degree, and who attended former adequate and related postgraduate study, or who published relevant research papers, the doctoral study must last at least one academic year (two semesters) plus additional time necessary for additional courses and examinations specified by the curriculum of the postgraduate Master's study in "Culture and Tourism".

9. ADMISSION REQUIREMENTS FOR THE POSTGRADUATE AND DOCTORAL STUDY IN "CULTURE AND TOURISM"

All the candidates who graduated in social science and the humanities can without any preconditions be admitted to the postgraduate study of "Culture and Tourism". The candidates who graduated from other universities have an obligation to pass an entrance examination, which is, as a rule, oral, according to the statute of the Scientific and Teaching Board of the postgraduate study of "Culture and Tourism".

The candidates must be fluent in at least one foreign language (English, Italian, German, French, Spanish, Portuguese, Greek, Japanese, Arabic, Chinese, Macedonian, Slovene, or another foreign language that is a communication standard in the countries of developed tourist culture).

The admission to the postgraduate study of "Culture and Tourism" at the Faculty of Philosophy and Arts in Zadar, University of Split must be previously announced in newspapers.

10. CURRICULUM OF THE POSTGRADUATE AND DOCTORAL STUDIES IN "CULTURE AND TOURISM" (LIST OF SUBJECTS, SYLLABUS, CREDITS, AND TIME SCHEDULE)

The postgraduate scientific and doctoral study in "Culture and Tourism" trains students for an independent and creative research work in the area of social science and the humanities in the field of information science. The subjects are structured according the patterns of a new communicative paradigm of tourist culture, which is based on the following:

- a) THE GROUP OF REQUIRED AND COMMON SUBJECTS**
- b) THE GROUP OF REQUIRED AND SPECIAL INTEREST SUBJECTS**
- c) THE GROUP OF OPTIONAL SUBJECTS**

Orientations: (1) TOURISM AND CULTURAL HERITAGE
(2) JOURNALISM AND PUBLIC RELATIONS
(3) ECOLOGY IN CULTURE AND TOURISM

1st ACADEMIC YEAR

a) REQUIRED AND COMMON SUBJECTS

Mario Plenkovic, PhD
SYSTEM COMMUNICATION.....20 hours

Ante Dulcic, PhD
MANAGEMENT OF TOURISM DEVELOPMENT.....20 hours

Juraj Plenkovic, PhD
SOCIETY, TECHNOLOGY, AND TOURISM20 hours

Mirko Jakic, PhD
METHODOLOGY AND LOGIC OF RESEARCH WORK20 hours

Required and common subjects are taken during the first semester of the postgraduate study.

b) REQUIRED AND SPECIAL INTEREST SUBJECTS

Orientation: (1) "TOURISM AND CULTURAL HERITAGE"

Boris Juric, PhD
Vlado Skracic, PhD
SOCIAL ECONOMICS OF TOURISM.....20 hours

Nikica Kolumbic, PhD
Bogo Kovac, PhD
TOURIST GUIDING METHODICS.....20 hours

Orientation: (2) "JOURNALISM AND PUBLIC RELATIONS"

Gunter Bentelle, PhD
Dona Kolar-Panov. PhD
Mario Plenkovic, PhD
Josip Vidakovic, PhD
INTRODUCTION TO PUBLIC RELATIONS20 hours

Mario Plenkovic, PhD
MEDIA COMMUNICATION.....20 hours

Orientation: (3) "ECOLOGY IN CULTURE AND TOURISM"

Daniela Roventa-Frumusani, PhD
Josip Vidakovic, PhD
Juraj Plenkovic, PhD
HUMAN ECOLOGY20 hours

Ivan Cifric, PhD
Daniela Roventa-Frumusani, PhD
SOCIAL ECOLOGY 20 hours

d) OPTIONAL SUBJECTS

Esad Cimic, PhD
SOCIOLOGY OF RELIGION20 hours

Vitomir Grbavac, PhD
COMMUNICATION SYSTEMS 20 hours

Slavko Tkalac, PhD
DATA BASIS IN CULTURE AND TOURISM.....20 hours

Aleksandar Stipcevic, PhD
PROTECTION OF CULTURAL HERITAGE IN LIBRARIES20 hours

Ivo Maroevic, PhD
PROTECTION OF CULTURAL HERITAGE IN MUSEUMS20 hours

Zeljko Panian, PhD
Zdravko Kacic, PhD
TOURISM INFORMATICS.....20 hours

One of the proposed subjects can be chosen or, instead, any other subject taught on other postgraduate courses of the Faculty of Philosophy and Arts in Zadar, of the Faculty of Tourism and Hospitality Management in Opatija, and of the Faculty of Economics in Split and Zagreb.

Required special interest subjects and optional subjects are taken in the second semester of the postgraduate study.

Course takers have an obligation to present two seminar papers (the first one from the requested common subjects and the second one from the required special interest subjects.

2nd academic year

a) Requested common subjects:

Ivo Babic, PhD
CULTURE AND ECOLOGY20 hours

Niklola Jaksic, PhD
CULTURAL HERITAGE OF THE ADRIATIC AT THE TURN OF EUROPEAN AND
MEDITERRANEAN CIVILIZATION20 hours

Danica Skara, PhD
ANGLOAMERICAN CIVILIZATION AND LANGUAGE20 hours

Gunter Bentelle, PhD.
Dona Kolar Panov, PhD
Mario Plenkovc, PhD.
QUALITATIVE TOURIST METHODOLOGY

Requested common subjects are taken in the 3rd semester of the postgraduate studies.

b) REQUESTED SPECIAL INTEREST SUBJECTS

Orientation: (1) "TOURISM AND CULTURAL HERITAGE"

Stijepo Obad, PhD
HISTORY OF TOURISM 20 hours

Ante Dulcic, PhD
MEDIATORS AND CARRIERS IN TOURISM.....20 hours

Orientation: (2) "JOURNALISM AND PUBLIC RELATIONS"

Dona Kolar Panov, PhD
Mario Plenkovic, PhD
ELECTRONIC MEDIA20 hours

Stanislav Bolanca, PhD
Josip Vidakovic, PhD
PRESS AND PUBLICIST WRITING20 hours

Orientation: (3) "ECOLOGY IN CULTURE AND TOURISM"

Juraj Plenkovic, PhD
Bogomir Horvat., PhD
ECOLOGY AND NEW TECHNOLOGIES20 hours

Zdenka Bolanca, PhD
Bojan Imperl, PhD
ECOLOGICAL RESPONSIBILITY OF GRAPHIC DESIGN20 hours

e) OPTIONAL SUBJECTS

Karolj Skala, PhD
HYPERMEDIA IN CULTURE AND TOURISM20 hours

Mario Plenkovic, PhD
Dona Kolar Panov, PhD
Daniela Roventa-Frumusani, PhD.
INTERCULTURAL COMMUNICATION20 hours

Ludvik Toplak, PhD
Juraj Plenkovic, PhD
PROFESSIONAL ETHICS20 hours

Ante Caric, PhD
SOCIO-PATHOLOGICAL EFFECTS IN TOURISM20 hours

Josip Vidakovic , PhD
Lothar Rolke, PhD
Ivo Babic, PhD
JOURNALISM IN CULTURE AND TOURISM20 hours

Bogomir Horvat, PhD
Franko Rotim, PhD
GLOBAL COMMUNICATION20 hours

Jadranka Lasic-Lazic, PhD
KNOWLEDGE ORGANIZATION THEORY.....20 hours

Tomislav Sola, PhD
GENERAL THEORY OF CULTURAL HERITAGE20 hours

Mario Radovan, PhD
Slavko Tkalac, PhD
EXPERT SYSTEMS20 hours

Pavao Mikic, PhD
LANGUAGE OF TOURIST PROMOTION IN CONTACT
(CROATIAN-GERMAN)20 hours

One of the proposed subjects can be chosen or, instead, any other subject taught on other postgraduate courses of the Faculty of Philosophy and Arts in Zadar, of the Faculty of Tourism and Hospitality Management in Opatija, and of the Faculty of Economics in Split and Zagreb.

Required special interest subjects and optional subjects are taken in the second semester of the postgraduate study.

Course takers have an obligation to present two seminar papers (the first one from the requested common subjects and the second one from the required special interest subjects.

11. MASTER'S THESIS SUBMISSION

Master's thesis (scientific study) is submitted before the lectures on the subject "QUALITATIVE TOURIST METHODOLOGY" begin.

12. RULES OF THE POSTGRADUATE STUDY IN "CULTURE AND TOURISM"

The postgraduate study is taken as a two-year scientific Master's study, which starts in the academic year 2000/2001.

During the study the students acquire deep and basic knowledge from the social science and the humanities in the field of information sciences, and within the branches of tourist communication, journalism and public relations, and ecology in Culture and Tourism.

The postgraduate study is conducted as a full time two-year study based on credit points. Every passed exam earns 12 points. Every given seminar earns 7 points. During one academic year of the postgraduate study, candidates can earn 100 points from various subjects and compulsory seminars.

In the course of a two-year study the candidates must earn 200 points in total.

Having earned 200 points the candidates can submit their Master's thesis.

1st academic year:

The first group of common subjects ensures 48 points in total.

The second group of special interest subjects (according to orientation) ensures 24 points.

Optional subjects ensure 12 points.

Two obligatory seminar papers ensure 14 points.

1st academic year in total: 100 points

2nd academic year:

The first group of common subjects ensures 48 points in total.

The second group of special interest subjects (according to orientation) ensures 24 points.

Optional subjects ensure 12 points.

Two obligatory seminar papers ensure 14 points.

2nd academic year in total: 100 points

The total of the 1st and the 2nd academic year: 200 points.

The postgraduate and scientific Master's study in "Culture and Tourism" is completed after the defence of Master's thesis.

13. POSTGRADUATE AND DOCTORAL STUDY IN "CULTURE AND TOURISM"

Having earned 200 points (from the programme of the postgraduate study), the course takers of the postgraduate and doctoral study have an obligation to earn additional 100 points from four academic subjects and to produce two seminar papers (empirical research) or to publish two research or technical works, which in total ensures 300 points.

When 300 points are earned, the defence of doctoral dissertation completes the doctoral study.

14. REQUESTED SUBJECTS OF THE DOCTORAL STUDY IN "CULTURAL TOURISM":

Ante Dulcic, PhD
Nikica Kolumbic, PhD
Bogomir Kovac, PhD
CULTURE, TOURISM, AND ECONOMIC DEVELOPMENT20 hours

Mario Plenkovic, PhD
Gunter Bentelle, PhD
France Vreg, PhD
MEDIA AND PUBLIC RELATIONS20 hours

Bogomir Horvat, PhD
Vitomir Grbavac, PhD
Josip Vidakovic, PhD
MULTIMEDIA COMMUNICATION.....20 hours

Bogomir Horvat, PhD
Dona Kolar Panov, PhD
Mario Plenkovic, PhD
VISUAL COMMUNICATION20 hours

Juraj Plenkovic, PhD
Ivan Cifric, PhD
Zdenka Bolanca, PhD
ECOLOGICAL PROBLEMS OF MODERN SOCIETY20 hours

Name and surname of the dissertation advisor (the advisor must be an associate or a full professor): _____

WORKING TITLE OF DOCTORAL DISSERTATION (The choice of the subject in cooperation with the course supervisor): _____

TWO SEMINAR PAPERS: EMPIRICAL RESEARCH (candidates can choose from any subject of the postgraduate study in "CULTURE AND TOURISM".

TITLE OF THE 1st SEMINAR PAPER:

TITLE OF THE 2nd SEMINAR PAPER:

15. RULES OF THE DOCTORAL STUDY

The candidates who during the postgraduate study earned 200 points and defended Master's thesis can take the doctoral study.

The doctoral study is also open for MAs in other research areas, and for candidates who attended similar postgraduate courses and who have published similar research works in acknowledged journals and books.

A three-member expert committee of the postgraduate and doctoral study in "Culture and Tourism" decides which undergraduate study is relevant for admission to the postgraduate study, and which postgraduate study is considered relevant for admission to the doctoral study.

The expert committee examines every request and proposes additional examinations from undergraduate and postgraduate studies that a candidate should pass.

For the candidates who change their areas or fields of research in order to follow completely the chosen postgraduate orientation or doctoral study, the final decision about their admission to the doctoral study will be taken by the expert committee of the postgraduate study in "Culture and Tourism".

The course takers earn 80 points in total (4x20) from four requested subjects

Two obligatory seminar papers and two published research papers in a relevant science journal bring 20 points (2x10).

Candidates can earn 100 points in total during the doctoral study (3rd academic year).

Doctoral dissertations are evaluated by a four-member expert committee (two members of the committee must be experts in the field of information science). The Chairman of the expert committee for the evaluation of a doctoral dissertation cannot be the dissertation advisor.

18. COMPLETION OF THE POSTGRADUATE STUDIES

The postgraduate study is considered completed after the defence of Master's thesis. The defence of the thesis is preceded by the achievement of 200 points.

After the completion of the two-year postgraduate Master's study, the candidates are conferred the academic title: **A Master of Arts in Culture and Tourism; the area of social science and the humanities; the field of information science.**

After the completion of the doctoral study, the candidates are conferred the academic title: **A PhD in Culture and Tourism; the field of information science; the area of social science and the humanities.**

19. MODE OF WORK OF THE POSTGRADUATE AND DOCTORAL STUDY IN "CULTURE AND TOURISM"

THE SCIENTIFIC AND TEACHING BOARD OF THE POSTGRADUATE STUDY IN "CULTURE AND TOURISM" of the Faculty and Philosophy and Arts in Zadar makes the decision about starting the postgraduate study and about admission and teaching criteria.

The chairman of the board is a university teacher with a full professor or an associate professor degree in the field of information science.

The curriculum, the professors, and MA thesis are confirmed by the Scientific and Teaching Board of the postgraduate study in "Culture and Tourism" of the Faculty of Philosophy and Arts in Zadar.

The Scientific and Teaching Board consists of at least 15 prominent and internationally acknowledged scholars with a full professor or an associate professor degree in the field of information science.

The chairman of the Scientific and Teaching Board is an appointed full professor in the field of information science.

The Scientific and Teaching Board of the postgraduate study in "Culture and Tourism" decides about the kind of university study relevant for admission to the postgraduate study, and about additional and differential examinations taken from particular undergraduate studies for the students who change scientific fields and areas not being part of social science and the humanities.

The postgraduate and doctoral study is open for all those who have completed a corresponding university or vocational undergraduate study for a period of at least four years at home or abroad.

The admission advantage is given to students of social sciences and the humanities with an average C grade and with knowledge of one world language.

The Scientific and Teaching Board decides about the amount of school fee at the proposal of the head of the postgraduate study.

The Faculty of Philosophy and Arts insures all material, technical, financial and professional conditions for the realization of the postgraduate and doctoral study.

The school fee on the postgraduate study amounts to 5000 kn for each study semester (starting from 2000/2001).

The school fee for the doctoral study (for the period of two semesters) amounts to 12 000 kn.

The course takers who are employees or associates of the Faculty of Philosophy and Arts, pay 50% of the proposed amount.

20. STAFF MEMBERS

The scientific and teaching staff of the postgraduate study in "Culture and Tourism" is made up of all the professors, the secretary of the study, the head of the study, the heads of programme orientations, the chairman of the Scientific and Teaching Board and, ex officio, the dean of the Faculty of Philosophy and Arts in Zadar.

The teaching staff consists of all the teachers of the study with a professor or an associate professor degree.

The accompanying staff and their number is defined at the first Board session of the postgraduate study in "Culture and Tourism".

Subject holders are teachers with a professor or an associate professor degree (the names are given with the proposed curriculum)

In case of more holders of the same subject the Board of the study decides about the holder for the ongoing academic year.

21. PROFESSORS OF CURRICULAR SUBJECTS

- 1. Mario Plenkovic, PhD (professor of information science)**
2. Ante Dulcic, PhD (professor of tourism)
- 3. Juraj Plenkovic, PhD (professor of political science/pedagogy and information science)**
4. Mirko Jakic, PhD (associate professor of philosophy)
5. Boris Juric, PhD (professor of tourism)
6. Vlado Skracic, PhD (associate professor of Mediterranean tourism)
7. Nikica Kolumbic, PhD (professor of tourist culture)
8. Bogomir Kovac, PhD (professor of tourism)
- 9. Gunter Bentelle, PhD (professor of information science)**
- 10. Dona Kolar-Panov, PhD (associate professor of information science)**
- 11. Josip Vidakovic, PhD (associate professor of information science)**
- 12. Daniela Roventa-Frumussani, PhD (professor of information science)**
13. Ivan Cifric, PhD (professor of sociology)
14. Stjepan Obad, PhD (professor of history of tourism)
15. Esad Cemic, PhD (professor of sociology)
- 16. Vitomir Grbavac, PhD (professor of information science)**
- 17. Slavko Tkalac, PhD (professor of information science)**
- 18. Aleksandar Stipcevic, PhD (professor of information science)**
- 19. Ivo Maroevic, PhD (professor of information science)**
- 20. Zeljko Panian, PhD (associate professor of information science)**
- 21. Zdravko Kacic, PhD (associate professor of information science)**
22. Ivo Babic, PhD (professor of ecology)
23. Nikola Jaksic, PhD (professor of Mediterranean culture)
24. Danica Skara, PhD (associate professor of philology)
25. Stanislav Bolanca, PhD (professor of graphic technology)
26. Zdenka Bolanca, PhD (associate professor of ecology)
- 27. Bojan Imperl, PhD (associate professor of information science)**
- 28. Karollj Skala, PhD (professor of information science)**
29. Ludvik Toplak, PhD (professor of law)
30. Ante Caric, PhD (professor of law)
- 31. Lothar Rolke, PhD (professor of information science)**
- 32. Bogomir Horvat, Ph, D (professor of information science)**
- 33. Jadranka Lasic-Lazic, PhD (associate professor of information science)**
- 34. Tomislav Sola, PhD (associate professor of information science)**
- 35. Mario Radovan, PhD (associate professor of information science)**
36. Pavao Mikic, PhD (professor of philology)

Note: Out of 36 professors of the postgraduate study 19 of them are appointed in the field of information science (15 professors is a critical mass for an independent scientific work in the field of information science).

For all this it is obvious that the Scientific and Teaching Board of the study in "Culture and Tourism" satisfies all the conditions for the right to confer the degree of an MA or a PhD in information science.

22. CURRICULUM COMPARABILITY

Because of its interdisciplinary, transdisciplinary and multidisciplinary character, the curriculum is partly comparable with similar curricula in our area.

The produced quality analysis of the proposed curriculum is clearly comparable with the similar and reputable postgraduate studies: Università degli studi di Bologna, Italy; Academy of Broadcasting, Montreux; Campbell University, USA; Manchester Metropolitan University, GB; and Medijsko komunikacijski studij, Univerza v Mariboru, Slovenia, and especially with the Jacksonville University, Florida, Ithaca College (Roy H. Park School of Communication), whose comparable curricula are enclosed.

The curriculum has implemented a credit points-system, which is internationally comparable in quality, so every for years it will be subject to self-analysis and to scientific innovations.

23. INVOLVMENT OF THE POSTGRADUATE STUDY IN INTERNATIONAL COOPERATION

The proposed curriculum, because of its international comparability and transparency, opens possibilities for cooperation with international institutions in the framework of various international research projects, such as: ERASMUS, LEONARDO, TEMPUS, PHARE... and through other ways offered by various research institutions and international associations (British Council, International Federation of Communication Association, etc).