

Course Code and Title	(94821) (KTKITDIP) CULTURAL ROUTES		
Name of Lecturer(s) (with website link)	Nataša Urošević, PhD, associate professor https://fet.unipu.hr/fet/natasa.urosevic		
Study programme	Interdisciplinary Study Programme of Culture and Tourism		
Course status	Elective	Study level	Graduate
Semester	Summer	Study year	I.
Classroom location	FET building	Teaching language(s)	Croatian, English
ECTS credits	5	Number of hours per semester	30P – 0V – 15S
Prerequisites	None		
Correlativity	The course correlates with other interdisciplinary courses on the course and is harmonized with the entire study program Culture and Tourism.		
Objective of the course	Adopt the competencies and apply the acquired knowledge necessary for the successful creation, development and management of cultural routes at the local, regional, national and transnational level, in the context of sustainable cultural tourism.		
Learning outcomes	1. Correctly interpret the concepts, characteristics and importance of the development of tourist itineraries and cultural routes in the context of sustainable cultural tourism. 2. To explain the concept, topics and criteria of the certification of cultural routes of the Council of Europe. 3. To single out the essential characteristics of thematic routes as a strategic priority for the development of cultural tourism in Croatia. 4. Develop innovative proposals for new cultural routes using the recommended methodology for the development of thematic tourist attractions based on the valorization of intangible and tangible cultural heritage. 5. Involve stakeholders in the process of creating cultural routes and evaluate their role in managing the route and visitors. 6. Recommend a desirable sustainable model of development and management of cultural routes at the local, regional and national level,		

	and as part of cross-border cooperation (cultural routes of the Council of Europe) based on existing experiences of good practice.				
Course content (syllabus)	<i>1. Defining the concept of tourist itineraries and cultural routes</i> <i>2. Cultural routes of the Council of Europe: project history, topics, criteria</i> <i>3. Thematic routes as a strategic priority for the development of cultural tourism in Croatia</i> <i>4. Methodology and process of development of cultural routes</i> <i>5. Route management and visitor management. Identification of stakeholders in the process of developing cultural routes</i> <i>6. Istrian cultural routes (Aleja Glagoljaša, Parenzana, Heart of Istria, Revitas)</i> <i>7. City cultural routes</i> <i>8. Field teaching - tour of existing cultural routes</i> <i>9. Workshop - design and development of a new cultural route</i> <i>10. European cultural routes – routes of fortified architecture.</i>				
Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)	Student responsibilities	Learning outcomes	Hours	ECTS credits	Grade ratio (%)
	Attendance and active participation	1-6	45	1,5	10
	Field work	1-4	6	0,2	5
	Workshop	1-6	15	0,5	10
	Project	1-6	24	0,8	25
	Final exam	1-6	60	2	50
	Total		150	5	
Course requirements	To pass the course, the student must: 1. to attend at least 70% of the teaching hours. All students must be prepared for each lecture and seminar and actively participate in class. 2. participate in field classes.				

	3. participate in the workshop. The workshop will focus on designing and developing new cultural routes. 4. successfully prepare, write and present a project assignment on a predetermined topic. 5. take and pass the final exam.
Mid-term and final exam term	They are published on the University's website and in ISVU.
Bibliography	<u>Mandatory:</u> • Council of Europe (2015): <i>Cultural Routes Management: From Theory to Practice</i>. Strasbourg: Council of Europe Publishing • Häfele, Eva (2013): <i>European Cultural Routes. A Practical Guide</i>. Vienna • Horvat, M. i Klarić, V.(eds.) (2013): <i>Managing Visitors on Thematic Cultural Routes</i>. Zagreb: MINT https://mint.gov.hr/UserDocsImages/arhiva/ManagingVisitors-CultRoutes.pdf • Ministry of Culture of the Republic of Croatia (2021): <i>Cultural Routes of the Council of Europe in Croatia</i>. Zagreb: Ministry of Culture • Richards, G. (ed.) (2007): <i>Cultural Tourism, Global and Local Perspectives</i>. New York: THHP (<i>Chapter Trailing Goethe, Humbert, and Ulysses: Cultural Routes in Tourism</i>) Web-sites: European Institute of Cultural routes https://www.coe.int/en/web/cultural-routes/european-institute-of-cultural-routes <u>Optional:</u> • Urošević, Nataša, Afrić Rakitovac, Kristina (eds.) (2017): <i>Models of Valorisation of Cultural Heritage in Sustainable Tourism</i>, Pula: Juraj Dobrila University of Pula. • Berti, E. (2012): <i>Itinerari culturali del Consiglio d'Europa tra ricerca di Identità e Progetto di paesaggio</i>, Firenze: Firenze University Press. • Ecotourism Ltd., Ecovast, Prisma (1997), <i>Heritage trails: rural regeneration through tourism manual</i>, Hampshire, www.ecovast.org/projects/heritage_trails_e.htm. • European Institute of Cultural Routes (2011), <i>History of the Cultural Routes</i>, report presented to the Council of Europe, 5. • Khovanova-Rubicondo, K. (ed.) (2013) <i>Impact of European Cultural Routes on SMEs' innovation and competitiveness</i>. Bruxelles: Council of Europe. (<i>Poglavlja: Cultural Routes of</i>

	<i>the Council of Europe 12 – 18.str.; Challenges and created opportunities for Cultural Routes 33 – 35.str.; Governance of The Cultural Routes Network 36 – 46.str.; SMEs' innovation and clustering within the Cultural Routes networks 47 – 61. str.; Measuring the Cultural Routes' impact and SMEs' performance 62 – 81. str.; Increasing attractiveness of the lesser known European destinations via the Council of Europe Cultural Routes programme 82 – 119. str. (88 str.).</i> • Mangion, G., Tamen, I. (1998): <i>European Cultural Routes</i>, Council of Europe Publishing.
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