



Course Syllabus			
Course Code and Title	(88900) (UKBKITD) Managing Cultural Heritage		
Name(s) of Lecturer(s) (with website link)	Nataša Urošević (https://fet.unipu.hr/fet/natasa.urosevic)		
Study programme	Interdisciplinary Study Programme of Culture and Tourism		
Course status	Mandatory Elective	Study level	Professional Undergraduate Graduate Integrated Postgraduate (delete the excessive)
Semester	Summer Winter	Study year	1 st
Classroom location	FET building	Teaching language(s)	Croatian/English
ECTS credits	5	Number of hours per semester	30 – 30 – 0 (lectures – seminars - tutorials)
Prerequisites	The possibility of reading literature in a foreign language (English)		
Correlativity	None		
Objective of the course	Acquire the competencies and apply the acquired knowledge necessary for the successful management of cultural heritage and its implementation in cultural tourism products.		
Learning outcomes	1. Correctly interpret the concept and characteristics of cultural heritage and determine the importance of cultural heritage protection 2. Explain the process and role of cultural heritage management 3. Highlight the essential features and specifics of different models of cultural heritage management 4. Enumerate stakeholders from the surrounding area and assess their role in the implementation of cultural heritage into cultural tourism products 5. Recommend a desirable model of cultural heritage management for the purpose of sustainable heritage development 6. Develop innovative proposals for cultural tourism products based on the valorization of intangible and material cultural heritage		
Course content (syllabus)	1. Determination of the concept and importance of cultural heritage and its adequate protection; 2. UNESCO - Protected World tangible and intangible heritage - nomination process, criteria and benefits of heritage protection; 3. Heritage management system (internal and external mechanisms and management models) and management process, identification of stakeholders for the purpose of sustainable management of cultural heritage;		

	4. Sustainable development of cultural heritage - implementation of cultural heritage in cultural and tourist products; 5. Cultural heritage and urban development of the city - creative cities; 6. European programs and models of good practice of cultural heritage management (European Heritage Label, European Capitals of Culture); 7. Thematic cultural routes - Cultural Routes of the Council of Europe; 8. Archeological heritage management; 9. Management of heritage institutions – management of museums; 10. Heritage interpretation.					
Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)	Student responsibilities (delete the excessive)	Learning outcomes	Hours	ECTS credits	Grade ratio (%)	
	Attendance	1-6	48	1,6	10	
	Field work	1-4	12	0,4	5	
	Written papers (projects-seminars)	1-6	30	1	35	
	Final exam	1-6	60	2	50	
	Total		150			
	Additional information (assessment criteria):					
Course requirements	For successful completion of the course, student must: 1. to attend at least 70% of the teaching hours, for attendance at more than 70% of the teaching hours, he acquires the right to achieve 10% success rate. All students must be prepared for each lecture and seminar and actively participate in class. 2. participate in field classes. By participating in field classes, the student acquires the right to achieve a 5% success rate. 3. successfully prepare, write and present a project assignment on a predetermined topic. The project is made in a group. If the student successfully prepares, writes and presents the project, he is entitled to 35% of the success rate. 4. take and pass the final exam (written). The final exam can be taken a maximum of 4 times. If the student does not achieve at least 50% success in the final exam, he cannot acquire the right to enroll in ECTS points, he is graded insufficient (F) and he must re-enroll in the course. (4 times is the maximum number of opportunities to take the final exam). The student must register for the final exam via Studomat. If the student successfully passes the final exam, he is entitled to achieve 50% success rate. At the end of the semester, the student's obligations have been fulfilled, the colloquiums have been completed, the overall performance of the student during classes is assessed, according to the European credit transfer system. The student's final grade is determined according to the following Formula: $\text{GRADE} = 50\% \times \text{FI} + 5\% \times \text{T} + 35\% \times \text{P} + 10\% \times \text{N}$ where is: • FI = points achieved on the final exam, • T = field teaching • P = completed and presented project assignment					

	• N = class attendance	
Mid-term and final exam term	They are published on the University's website and in ISVU.	
Additional information on the course	Consultations and materials for lectures and seminars are published on e-learning. Information related to field teaching and the obligation to create a project is published at the beginning of the academic year during classes, and will also be published on e-learning with a special note of activities for full-time students.	
Bibliography	Mandatory: - Galland et al. (2016): <i>World Heritage in Europe Today</i>. Paris: UNESCO. http://unesdoc.unesco.org/images/0024/002436/243680e.pdf - UNESCO (2013) <i>Managing Cultural Heritage. World Heritage Resource Manual</i>. Paris: UNESCO. (Poglavljja: <i>Context: managing cultural heritage 12-29. str.; Understanding management in the World Heritage context 29-40.str.; Defining, assessing and improving heritage management systems, pp 53-121</i> - Urošević Nataša, Afrić Rakitovac, Kristina (eds.) (2017): <i>Models of Valorisation of Cultural Heritage in Sustainable Tourism</i>, Pula: Juraj Dobrila University of Pula. Optional: - Gronau, Werner (2020): <i>Managing Cultural Heritage in Tourism</i>. E-CUL-TOURS digital textbook: https://ec.europa.eu/programmes/erasmus-plus/project-result-content/7217a9dc-3cf8-4243-97ed-3b53164c0681/IO1_Textbook_Managing_Cultural_Heritage_in_Tourism.pdf - Ashwort, G.J., Howard, P. (1999): <i>European Heritage, Planning and Management</i>. Wiltshire: Cromwell Press. - Ashworth, G.J. Graham, B., Tunbridge, J. (2007): <i>Pluralising Pasts: Heritage, Identity and Place in Multicultural Societies</i>, London: Pluto Press. - Ashworth G.J. and Tunbridge, J.E. (2000). <i>The tourist-historic city, retrospect and prospect of managing the heritage city</i>. Oxford: Elsevier. - Bold J., Cherry M. (eds.) (2016). <i>The Politics of Heritage Regeneration in South-East Europe</i>, Strasbourg: Council of Europe. - Bourdeau, Laurent; Gravari-Barbas, Maria; Robinson, Mike, 2017. <i>World Heritage Sites and Tourism: Global and Local Relations</i>. London, New York: Routledge. - De Ascaniis S., Gravari-Barbas M., Cantoni L., 2018. <i>Tourism Management at UNESCO World Heritage Sites</i>. De Ascaniis S., Gravari-Barbas M., Cantoni L., Lugano: USI – Università della Svizzera italiana. - De Ascaniis S., Gravari-Barbas M., Cantoni L., 2021. <i>Tourism management at UNESCO World Heritage Sites: Vol. 2</i>. Lugano: USI – Università della Svizzera italiana.	

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