

NAME OF THE COURSE		CULTURAL HERITAGE AND TOURISM					
Code	EUT202	Year of study	3				
Course teacher	Assist. Prof. Davorka Mikulić, PhD Prof. Lidija Petrić, PhD Assist. Prof. Zvonimir Kuliš, PhD	Credits (ECTS)	5				
Associate teachers	Assist. Prof. Zvonimir Kuliš, PhD	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	elective	Percentage of application of e-learning	30 %				
COURSE DESCRIPTION							
Course objectives	The main course objective is to ensure development of students' skills and competences in applying theoretical knowledge about cultural heritage management as well as provide effective valorisation of heritage in relation to economic development.						
Course enrolment requirements and entry competences required for the course	Defined by the Faculty's rules.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>During the course, students will integrate a whole range of theoretical and empirical insights about interrelations between cultural heritage and tourism and critically judge the relationship between destination management and modes of utilization of cultural resources underpinning such development, revise measures and activities directed towards optimization of solutions in the area of cultural tourism.</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. analyse the relationship between cultural heritage and identity, and social and economic development trends 2. evaluate cultural heritage as economic good and analyse funding sources for preserving cultural heritage 3. determine the meaning of the partnership between tourism and cultural heritage management 4. analyse the role of international cultural institutions in tourism development 5. evaluate the application of ICT in cultural tourism 						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures			Exercises			
	Topic	Hours	Topic	Hours			
	Introduction – course content	2	Exercises' objectives, content and methods of work	2			
	Culture and Cultural Heritage – concept definition		Cultural Tourism in European and National Strategies				

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	Cultural heritage as economic good - economic analysis and valuation	2	Analysis of Interventions in Cultural Tourism: Selected Cases	2		
	Funding sources for preserving cultural heritage	2	Preparation of a Seminar Paper	2		
	Interaction between culture and tourism	2	Preparation of a Seminar Paper	2		
	Role of international cultural institutions (UNESCO, European Council, ICOM, ICCROM, ICOMOS)	2	Preparation of a Seminar Paper	2		
	Institutional support in developing cultural tourism	2	Structured Synthesis of the Learning Material	2		
	Cultural heritage management - cultural, economic and educational aspects	2	Preparation of a Seminar Paper	2		
	Spatial effects of cultural tourism	2	Students' presentations	2		
	Regeneration of historic towns – relationship between cultural tourism and urban regeneration	2	Preparation of a Seminar Paper	2		
	Best practice examples – UNESCO World Heritage List	2	Preparation of a Seminar Paper	2		
	Museums – the new role in cultural tourism	2	Preparation of a Seminar Paper	2		
	ICT in cultural tourism	2	Students' presentations	2		
	The partnership between tourism and cultural heritage management	2	Structured Synthesis of the Learning Material	2		
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input checked="" type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guests from business			
Student responsibilities	<p>Students are required to prepare and present a team project. Also, students are obliged to read literature on a given topic and be able to discuss it.</p> <p>During semester 4 quizzes will be carried out with the aim of preparing students for midterms.</p> <p>Students must attend a minimum of 70% of the total number of lecturing hours.</p>					
Screening student work (name the proportion of ECTS credits for each)	Class attendance	2	Research		Practical training	
	Experimental work		Report		(Other)	

activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Essay		Seminar essay	1	(Other)	
	Mid-term exams	2*	Oral exam	2	(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>*Throughout the semester, students will have an opportunity to take two midterm exams. If they pass both they are exempted from taking the final exam.</p> <p>The examination is considered positive (a pass grade) if at least 60% of the questions are correctly answered.</p> <p>The final grade will be based on the results obtained in midterm exams (each 35 points), seminar paper and presentation (25 points), and participation in class activities (5 points).</p> <p>In contrast, if students do not successfully pass midterm exams, they must take the comprehensive final exam, with the possibility to obtain 70 points in total.</p> <p>Grading scale: < 60 points = unsatisfactory, 60-69 points = satisfactory, 70-79 points = good, 80-89 points = very good, and 90-100 points = outstanding.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Teacher's handouts				Merlin	
	Du Cros, H. & McKercher, B. (2020). Cultural Tourism (3rd Edition). Routledge			2		
Optional literature (at the time of submission of study programme proposal)	<p>Books:</p> <p>Panzer, E. (2022). Cultural Heritage and Territorial Identity: Synergies and Development Impact on European Regions. Springer International Publishing. https://doi.org/10.1007/978-3-030-94468-1</p> <p>Richards, G. (2021). Rethinking Cultural Tourism. Edward Elgar Publishing</p> <p>Articles:</p> <p>Mikulić, D., Škrabić Perić, B., & Kuliš, Z. (2025). The role of culture in shaping tourism demand: evidence from panel data analysis of European living labs. <i>Eastern Journal of European Studies</i>, 16(1). https://ejes.uaic.ro/articles/EJES2025_1601_04_MIK.pdf</p> <p>Kuliš, Z. & Šimundić, B. (2025). Heritage and territory: Tangible and intangible cultural resources as drivers of regional development in Croatia. In B. Neuts, J. Martins, & M. Ioannides, <i>Advances in Cultural Tourism Research</i>. Springer. https://link.springer.com/chapter/10.1007/978-3-031-65537-1_7</p> <p>Montalto, V., Tacao Moura, C.J., Langedijk, S., Saisana, M. (2019). Culture counts: An empirical approach to measure the cultural and creative vitality of European cities. <i>Cities</i>, 89, 167–185. https://doi.org/10.1016/j.cities.2019.01.014</p>					

	<p>Richards, G. (2018). "Cultural Tourism: A Review of Recent Research and Trends." <i>Journal of Hospitality and Tourism Management</i> 36:12–21.</p> <p>Mikulić, D., Petrić L. (2013). Cultural Heritage Management – Challenges for Tourism, <i>Acta turistica Nova</i>, Vol 7, 237-261.</p> <p>Other:</p> <p>Petrić, L., Mandić, A., Pivčević, S., Škrabić Perić, B., Hell, M., Šimundić, B., Muštra, V., Mikulić, D., & Grgić, J. (2020). <i>Report on the most appropriate indicators related to the basic concepts. Deliverable 4.1 of the Horizon 2020 project SmartCulTour (GA number 870708)</i>, published on the project web site on September 2020: http://www.smartcultour.eu/deliverables/</p> <p>Matteucci, X. & Von Zumbush, J. (2020). Theoretical framework for cultural tourism in urban and regional destinations. Deliverable D2.1 of the Horizon 2020 project SmartCulTour (GA number 870708), published on the project web site on October, 2020: http://www.smartcultour.eu/deliverables/</p> <p>Calvi, L., & Moretti, S.(2020). Future of cultural tourism for urban and regional destinations. Deliverable D2.2 of the Horizon 2020 project SmartCulTour (GA number 870708), published on the project web site on October, 2020: http://www.smartcultour.eu/deliverables/</p> <p>ICOM (2018). Culture and Local Development: Maximizing the Impact. Guide for Local Governments, Communities and Museums. Available at https://icom.museum/wp-content/uploads/2019/08/ICOM-OECD-GUIDE_EN_FINAL.pdf</p> <p>UNESCO (2018). Culture and the 2030 Agenda. Paris: UNESCO, available at: https://unesdoc.unesco.org/ark:/48223/pf0000264687</p> <p>UNESCO, (2019). Culture 2030 Indicators -Thematic indicators for culture in the 2030 Agenda for Sustainable Development. Paris: UNESCO, available at: https://unesdoc.unesco.org/ark:/48223/pf0000371562</p> <p>UNESCO charters and declarations</p> <p>ICOMOS charters</p>
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Lectures attendance and other students' commitments monitoring (course teacher)</p> <p>Monitoring of the course's performance (Vice Dean for academic and student affairs)</p> <p>Analysis of the studying success (Vice Dean for academic and student affairs)</p> <p>Students' questionnaire on the lecturers' quality and the quality of course outcomes (University of Split, Centre for quality assurance)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes (Vice Dean for academic and student affairs).</p>
<p>Other (as the proposer wishes to add)</p>	

