

UniAdrion

TRAINING COURSE FOR EXPERTS IN DEVELOPMENT, PROGRAMMING AND MANAGEMENT OF CULTURAL TOURISM IN THE ADRIATIC-IONIAN REGION

PROJECT ORGANISERS

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Cultural tourism is the concept lying at the roots of this project. The Adriatic Initiative, backed by the Italian government, has always stressed the importance of the historical and artistic heritage of this geographical area, which has suffered and risked much in recent years, as the conflicts in the area have raged around and about. The artistic and cultural heritage is, indeed, of extraordinary importance to European history, and should be seen as a resource to be used to promote the concepts of democratic coexistence, peace and intercultural dialogue. The Project organisers feel that the promotion of cultural tourism consists first and foremost in giving full value to the positive elements which have emerged, but also in generating innovative training courses to develop the concept of sustainable cultural tourism.

1 General contents

The general contents as listed below relate to both the Summer School and the Training Programme. The cultural approach of the project will be double-barelled: on one hand it will deal with the peculiarities that make the Adriatic-Ionian region culturally and historically unique, on the other it will also stress the ever-growing interdependencies of the region with the overall global cultural situation.

The course is for specialised cultural tourist operators in the Adriatic-Ionian region and will have a theoretical-operative approach, which is particularly aimed at the multi-cultural aspect of the region. Teaching will also be aimed at helping participants towards various professional specialisation: though the most typical participant will be the specialised operator in cultural tourism, the course is also suitable for cultural officers working in museums or other centres of culture, as well as for inter-cultural mediators or educators (in and out of schools).

2. Target Audience

Participants (15) will mainly be from the following categories: recent graduates in various subjects; operators working in cultural, educational and leisure institutions; officers working for local authority bodies; government workers involved in the field of educational, cultural and tourism planning (at both local and national levels).

3. Course structure

The Training Programme in Cultural Tourism for experts in the Adriatic-Ionian region includes the following subjects: Anthropology, Sociology, Economics and Geography, Language and Culture, History and Archaeology, Communication, Information Technology.

Teaching and Training activities

The Training Programme will be structured into a series of differentiated activities which will combine intensive theoretical and methodological training, practical field experience and distance teaching:

- Intensive theoretical and methodological seminars conducted by Italian, European and other Adriatic-Ionian experts under the supervision of the Italian team;
- Field Research, monitored by the experts;
- Identification of the contribution that "privileged witnesses" can provide on the themes of the course;
- Training and self-training of course participants based on mixed and customised teaching "packets", transmitted via a mailing list;
- A theoretical-applied individual project, which will involve structured activities in specific areas. The individual project can also be taken as the opportunity to commence a "mapping-out of potential" of the territories in the Adriatic-Ionian region, and may be specific to the cultural treasures of the region, or the natural resources, or the material culture inasmuch as it is seen as necessary background for the operators in the sector. This will be the end-of-course dissertation.

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