



**ΠΡΟΓΡΑΜΜΑ ΕΠΑΓΓΕΛΜΑΤΙΚΗΣ
ΕΞΕΙΔΙΚΕΥΣΗΣ**

**A CONTINUOUS EDUCATION
PROGRAMME**

United Nations
Educational, Scientific and
Cultural Organization

Οργανισμός των
Ηνωμένων Εθνών για την
Εκπαίδευση, την Επιστήμη
και τον Πολιτισμό

• UNESCO Chair on Threats to Cultural Heritage and
Cultural Heritage-related Activities
• Ionian University, GeoLab, Corfu, Ionian Islands, Greece

• Έδρα UNESCO για τις Απειλές κατά της Πολιτιστικής
Κληρονομιάς και των σχετικών με την Πολιτιστική
Κληρονομιά Δραστηριοτήτων
• Ιόνιο Πανεπιστήμιο, GeoLab, Κέρκυρα, Ιόνια Νησιά



CULTTOUR

Cultural Heritage and Tourism: Protection and Sustainability (CULTTOUR)
Πολιτιστική Κληρονομιά και Τουρισμός: Προστασία και Βιωσιμότητα



1. AIM AND SCOPE OF THE PROGRAMME



The object of the program refers to the provision of knowledge and skills development to learners regarding the management of cultural heritage and tourism as well as to the complex phenomena related to the above.

The CULTTOUR program is about introducing participants to the concepts, international and national regulatory frameworks and policies for cultural heritage and its protection, as well as identifying, analyzing and deepening the multiple threats faced by tangible and intangible cultural heritage and related activities such as the various forms of tourism. The provision of knowledge and professional specialization is being accomplished through an approach based on cultural and socio-economic parameters.

In particular, the program by following an interdisciplinary approach to the various forms of threats, artificial or natural, highlights, inter alia, issues related to corruption, crime, governance and human rights.

The object of the program is to provide knowledge and develop negotiation, critical and diplomatic skills to learners about the concept of cultural heritage, the dangers, threats and opportunities associated with it.

Based on the above interdisciplinary approach to the protection of cultural heritage and related activities such as tourism, to date the specific fields of the program are not adequately covered by any Greek university, while in the US and other European countries these needs are increasingly being covered by more and more universities.

The Programme commences with a get to know each other contact between tutors and students, the material and among the students themselves; students get acquainted with the technicalities and the technical details of the platform to be used throughout the Programme.

The subjects are academic and researchwise supported by the UNESCO Chair on Threats to Cultural Heritage and Cultural Heritage related Activities at the Ionian University and using as acting body the Laboratory for Geocultural Analyses (GeoLab)

(<https://geolabinstitute.org>)



2. WHO IS THE PROGRAM FOR ?



The program is addressed to graduates of universities and technical colleges of any specialty with an interest in the issues of cultural heritage, tourism and the threats and dangers they face. In this context, it is addressed to professionals who demonstrate their benefit from attending the program coming from a wider range of related fields such as

- Diplomats,
- Legal professionals,
- Economists
- Professionals
- Graduate students
- Researchers

Candidates' educational and professional activities will be considered when evaluating applications.

Applicants should have access to the internet, personal email, and basic IT skills.

3. EDUCATIONAL GOALS OF THE PROGRAMME

Cognitive Skills

- ✓ Perception of the essence, scope and worthlessness of cultural heritage
- ✓ Analysis, observation, comparison and prediction of phenomena that affect and/or are influenced by cultural heritage.
- ✓ Ability to perceive and recognize threats and dangers to cultural heritage and tourism.
- ✓ Surplus value and ways of protection for cultural heritage and tourism.

Psycho-mobility Skills

- ✓ Perception of the role of the manager in the field of tangible and intangible cultural goods.
- ✓ Ability to perceive limits and opportunities in the management of cultural goods and tourism products.
- ✓ Ability to distinguish risks and threats by contributing to the sustainability of cultural goods and tourism products.

Behaviors / Attitudes

- ✓ Recognition and deepening of the role of professional or scientific teams in the protection of cultural heritage.
- ✓ Development of negotiation and critical skills on contemporary hybrid cultural heritage threats.
- ✓ Consolidation and development of a diplomatic approach to the consideration and treatment of cultural heritage issues.

4. TEACHING MODULES

MODULES	LEARNING OUTCOMES
<p>1. International protection of human rights, cultural rights and cultural heritage</p>	<p>Providing Knowledge in the field of international protection of human rights and familiarization with the under-estimation of cultural identity and cultural rights at national and international level.</p>
<p>2. International Organizations: Policies and actions in the fields of cultural heritage protection</p>	<p>Provide knowledge in the field of policies and actions related to the protection of cultural heritage at the international level. As modern hybrid threats become more and more common, international organizations are called upon to respond to the new environment and to formulate specific actions and policies related to the protection of cultural heritage.</p>
<p>3. European institutions, funding tools and cultural heritage</p>	<p>Provide knowledge and analysis of existing institutional and funding tools at European level for the promotion and management of cultural heritage.</p>
<p>4. Intangible cultural heritage</p>	<p>Providing knowledge in the field of intangible cultural heritage. Analysis and interpretation of new trends as well as threats related to intangible cultural heritage at international level.</p>
<p>5. Cultural heritage, tourism and security - tackling modern hybrid threats</p>	<p>Cultural heritage and tourism, very often become vehicles of modern hybrid threats, such as the illegal transport of cultural goods and/or the use of tourism for money laundering activities. This section will develop and interpret the modern hybrid threats as well as ways to deal with them.</p>
<p>6. Special Topics: Yellow tourism, corruption, transnational organized crime and culture</p>	<p>The field of tourism can be a field where phenomena such as corruption and transnational organized crime may penetrate. For these reasons, this section will develop aspects related to the creation and interpretation of these phenomena as well as ways to deal with and/ or reduce them.</p>
<p>7. Cultural heritage and new technologies [Digital Cultural Heritage]</p>	<p>Nowadays, cultural heritage can be promoted and disseminated more easily to the general public mainly because of the constant evolve of new technologies and the production of new methods and tools. However, issues such as ethics, security and others are being raised which are to be analyzed and discussed in this section.</p>

<p>8. Economic issues of cultural heritage management and sustainable development</p>	<p>The management of cultural heritage, the sale of cultural goods and the development of tourism are economic activities and sources of income particularly important for Greece but also for a large number of countries internationally. Financial management issues that are a lever for ensuring sustainable development are the core of this module.</p>
<p>9. Special conditions in forms of tourism products: Cruise</p>	<p>Cruise is a special form of tourism which, in addition to its interest in local economies and the promotion of cultural heritage, poses risks and presents vulnerabilities that will be analyzed and presented in this module.</p>
<p>10. Diplomacy of cultural heritage - return of cultural goods</p>	<p>Provide knowledge on the concept of diplomacy on cultural heritage, the benefits and difficulties that arise as well as the critical approach on the concept of return of cultural goods. In the framework of this module, case studies will be developed and analyzed with the participation of all trainees.</p>
<p>11. Intercultural Communication</p>	<p>In addition to regulatory frameworks and language skills, the approach to the protection of cultural heritage and the sustainability of industries such as tourism through the exchange of views and information requires the ability to communicate based on an understanding of different cultures, values and culture of others. This module will provide the necessary framework for understanding diversity and examine ways to integrate and manage them.</p>

5. EDUCATIONAL STAFF

Academics, specialist scientists, researchers with many years of teaching experience, from Greek and foreign universities known, respected and renowned in the field of the program but also in the labor market.

*The international network of UNESCO Chair and GeoLab
enables the attraction of speakers from all over the world*

Program Director



Stavros Katsios

Professor of International Economic Relations and International economic Crime, Department of Foreign Languages, Translation and Interpreting, Ionian University, Greece. He is coordinator of the Yellow Tourism Project, Chair-holder of the UNESCO Chair on Threats to Cultural Heritage and Cultural Heritage-related Activities and Director of the Laboratory for Geo-cultural Analyses (GeoLab) at the Ionian University, Corfu, Greece.



Alexis Papadopoulos

Professor of Geography, DePaul University, Chicago, USA
- Geography, Sustainable Urban Development, Grace School of Applied Diplomacy



Kalliopi Chainoglou

Ass. Professor of International Law and International Institutions, University of Macedonia, Thessaloniki, Greece



Vassilis Kappis

Lecturer in Security Studies, Deputy Director of BUCSIS, University of Buckingham, UK



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Associate Professor, Peking University, Department of History and Center for Hellenic Studies, Research Associate, Center for Latin American Studies on China, Andrés Bello University



Ioannis Karras

Associate Professor of Applied Linguistics and Intercultural Communication, Ionian University, Greece



Georgios Papaioannou

Associate Professor in Museology, Director of the Museology Lab at the Ionian University, Corfu, Greece.



Sotiris Livas

Associate Professor of Int. Law-Int. Relations and Turkish – Middle Eastern Relations, Ionian University, Corfu, Greece



Ioannis Blatsos

PhD, Financial Crime Investigator, Postdoc Researcher at GeoLab, Corfu, Greece



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PhD, Postdoc researcher in Social Philosophy and new technologies, GeoLab Ionian University, Corfu, Greece.



Konstantinos Doukakis

PhD., project manager-senior researcher GeoLab, Ionian University, Corfu, Greece; teaching Fellow at the Hellenic Open University and at the Open University of Cyprus (Coordinator of a thematic Unit).



COLLABORATING BODIES



BUCSIS, Buckingham
University Centre for Security
and Intelligence Studies, UK



UNESCO Chair on Threats to
Cultural Heritage and Cultural
Heritage-related Activities, Ionian
University, Corfu, Greece



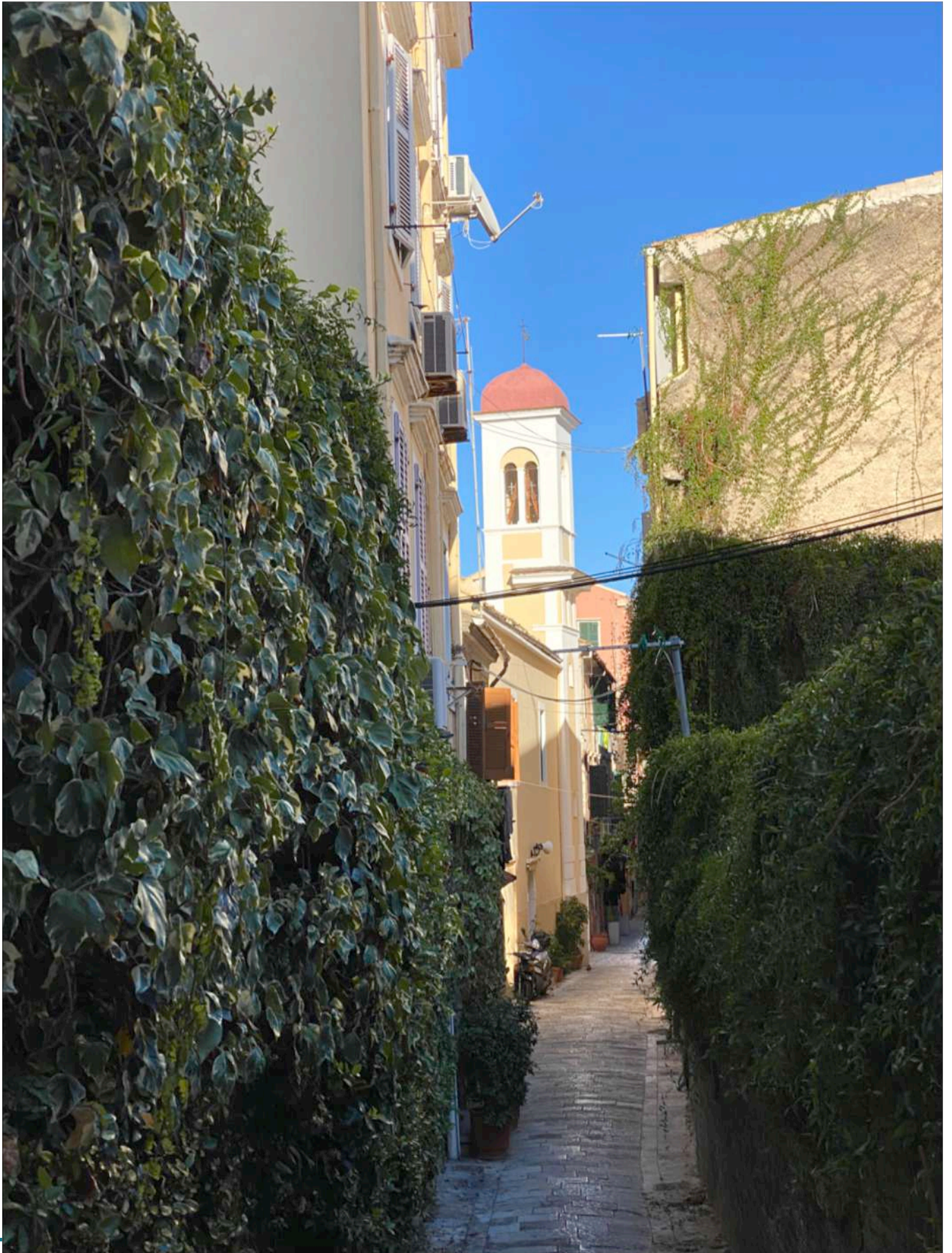
Cruise-Lab, Bremerhaven
University for Applied
Sciences, Germany



GeoLab, Laboratory for Geo-
cultural Analyses, Ionian University,
Corfu, Greece

LEARNING OUTCOME'S EVALUATION

1. Successful examination in the compulsory courses of the modules. The examination in each course will be done through multiple-choice questions and/or with the writing of a concluding work.
2. Dissertation on issues related to the teaching modules of the program.



A UNIQUE EXPERIENCE



Orientation

You meet other participants from all over Greece and from different countries of the world,

You research interdisciplinary issues focusing on cultural heritage and you get acquainted with the means of teaching.



Weekly based work and study

The proposed material, lectures and activities of the program will broaden your understanding of the issues discussed in the course and will facilitate you in completing the weekly assignments assigned.



Video lectures

The video lectures made by the teaching staff of the program aim to support the learning process.



Live webinars

Organizing four live seminars to enhance knowledge and answer questions about negotiated Cultural Heritage issues.



Interactive activities

Exchange views and ideas with fellow students from around the world by participating in discussions, statistics and polls.



Award of Certificate

Upon successful completion of the Program, a points-awarded certificate is awarded by KEDIVIM of the Ionian University.

DURATION AND CERTIFICATE OF THE PROGRAMME



4 months (16 weeks)



Upon completion of the programme, participants will be awarded a certificate of participation (90-hour training certificate) from Ionian University Executive Education.

According to the European Certificate of Lifelong Learning, in addition to the training certificate, a supplement of certificate is also awarded, which details the learning modules in which the trainee participated, the training hours completed, and the vocational education and training credits (ECVET).

OTHER INFORMATION

Find out details about the Academic Calendar of the Program (start, end, etc.) and the cost and payment methods on its website

<https://director2222.wixsite.com/unescochairculttour>

Contact us to discuss any topic related to the program or your personal learning needs:

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APPLY

