

ROADMAP FOR THE CONSTRUCTION OF AN ATRIUM TOURIST PRODUCT TARGETING UPPER SECONDARY STUDENTS (JUNE 2019) – ATRIUM PLUS

(Activity 3.1)

ROADMAP FOR THE CONSTRUCTION OF AN ATRIUM TOURIST PRODUCT TARGETING UPPER SECONDARY STUDENTS (JUNE 2019) – ATRIUM PLUS

A route in 7 phases

Chiara Rabbiosi / CAST 2018 05 05 / SYNTHESIS

Phase 1: Preparatory activities towards the realization of an Atrium Plus tourist itinerary in each landmark area

When: April / May 2018
Who: Each Partner within its respective areas of responsibility
Where: In each Partner territory
Target: Stakeholders

What: Activity 1: Contact with upper secondary institutes (high schools)
What: Activity 2: Mapping of Atrium Plus' stakeholders in each Partner's territory
What: Activity 3: Consultation with different stakeholders aimed at facilitating the enactment of an Atrium itinerary and the enactment of this Roadmap

Phase 2: Evaluation of previous school trips

When: May 2018
Who: Each Partner within its respective areas of responsibility
Where: In each Partner territory
Target: Students attending upper secondary classes (IV and V classes according to the Italian national system; aged 17 and older)

What: Distribution and administration of a questionnaire (Q1) assessing leisure & learning aspects of school trips according to students' previous experiences as well as the students' basic knowledge on totalitarian regimes of the 20th century.

This questionnaire should be distributed to teachers and students of the classes (upper secondary) collaborating in the project. It is suggested that the samples guarantees statistical significance.

Phase 3: Atrium training: how to deal with dissonant heritage with tourist purposes

When: 1-3 October 2018

Who: CAST
Where: Forlì
Target: Stakeholders consistent with an Atrium itinerary

What: A three-day training session on the interpretation and the introduction of the dissonant heritage

Phase 4: Co-construction of Atrium itineraries

When: October – December 2018
Who: Each Partner within its respective areas of responsibility
Where: In each Partner’s territory
Target: Stakeholders identified in Phase 1

What: Co-construction activity of Atrium Plus itineraries by incorporating the methodology and principles of Atrium (see Phase 3).

Phase 5: Mapping of the current school tourism offer in Italy and Croatia

When: September – December 2018
Who: CAST / University of Zadar
Where: Italy / Croatia
Target: Stakeholders of upper secondary school tourism

What: Mapping of the current (cultural) offer for upper secondary students with the purpose of identifying its features and gaps.

Phase 6: Testing Atrium itineraries in Partners’ areas (“at home”)

When: February 2019
Who: The (upper secondary) classes of the institutes identified by each Partner within its respective areas of responsibility
Where: In each Partner territory
Target: Schools / Atrium Plus Stakeholders

What: Students test Atrium itineraries in their own city (“at home”) according to the itinerary elaborated by Stakeholders (Phase 4) and fine-tuned according to the results of the mapping of educational tourism offer (Phase 5).

The students will be then involved in an evaluation (face to face feed-backs) of this experience, with the purpose of improving the final experience which will be offered in a crisscrossed manner to one of the other Partners (Phase 7).

Phase 7: Organization, realization and evaluation of the Atrium Plus school trip

When: March 2019 – May 2019

Who: The (upper secondary) classes of the institutes identified by each partner as outgoing tourists.

Where: In all Partners' territory

What: In this phase the partners will have the chance to test the Atrium Plus product worked out by the Stakeholders (tour operators, guides, etc.) in collaboration with students (Phase 4, Phase 6) and present it through a cross-exchange with schools from other Partners' areas.

At the end of the school study-visit an assessment questionnaire (Q2) of the leisure & learning aspects and of the acquired knowledge on Atrium Plus topics will be administered to evaluate the added value or the weaknesses of Atrium Plus product.