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Sommario/riassunto	Criterios y método para un proyecto de itinerarios culturales is the result of the research developed between 2018 and 2023 in the framework of the R&D&I projects Smart Architectural and Archaeological Heritage and Multiscale Protocol for the Activation of Heritage Tourism Landscapes, both focused on the definition of innovative strategies for an integrated management of heritage, landscape, and tourism. Specifically, it faces the challenge of designing cultural routes that ensure the integration of the above-mentioned categories. Based on the previous studies of the Italian territorialist school, the work establishes the theoretical foundations and a method for designing cultural routes as a strategy for restoring the landscape through the valorisation and use of territorial heritage.