

Course title	<b><i>Cultural Heritage Management in Europe</i></b>
Credits	6
University	UCM
Learning outcomes	<p><b>LO1:</b> To innovate in the field of management of cultural assets.</p> <p><b>LO4:</b> To adopt formal and informal teachings related to the field of Cultural Heritage management, its history and nature.</p> <p><b>LO8:</b> To recommend governmental agencies new attitudes and programmes to improve the social effects of cultural assets and to adopt new teaching systems based on joint construction of knowledge such co-learning and flipped learning.</p>
Course objectives	<p>At the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. To raise interest among students for researching into the nature of Cultural Heritage and its management systems.</li> <li>2. To ensure that cultural assets reach an appropriate treatment by the society through the students' future work.</li> <li>3. To understand the different management systems for cultural heritage used throughout Europe's varied countries in order to develop critical stances towards these systems, while proposing improvements.</li> </ol>
Content	<ol style="list-style-type: none"> <li>1. The concept of Cultural Heritage: its history, implication of European policies in its management (European Union, Council of Europe). Critical heritage studies. Case studies</li> <li>2. Systems for managing Cultural Heritage in Europe: knowledge, planning, enforcement, dissemination and assessment. Conflict resolution methods. Acting stakeholders: governmental agencies, businesses and civil society. Case studies</li> <li>3. The relationship between cultural assets and the environment: Europe's public policies related to the environment. Environmental Assessments and natural parks. Case studies</li> <li>4. Commerce and export of Cultural heritage. The fight against looting and specialized bodies. Risk and emergency management. Case studies (e.g. Covid19, 2016 Central Italy earthquakes).</li> <li>5. Cultural Heritage and vulnerability: genre, the phenomenon of depopulation and immigration. Mass media, education and participation. Studies of social perception. Case studies.</li> <li>6. Studies of socioeconomic impact and the tourist phenomenon. The consequences of designation of an asset as World Heritage in public policies. Case studies (e.g. gentrification in Venice, public-private collaborations).</li> </ol> <p>All topics will include case studies and examples from different European countries.</p>
Work format(s)	Lecture and seminars based on readings and case-studies
Manner of assessment	<p>Developmental testing (50% of the final value) Works and exercises (40% of the final value)</p> <p>Attendance with participation (10% of the final value)</p>
Literature (required/recommended)	Handouts, reader, medialinks, video materials, case reports, toledo