

Course title	CULTURAL HERITAGE MANAGEMENT IN EUROPE
Credits	6
University	Universidad Complutense de Madrid
Learning outcomes	<p>LO1 To innovate in the field of management of cultural assets.</p> <p>LO4 To adopt formal and informal teachings related to the field of Cultural Heritage management, its history and nature.</p> <p>LO8 To recommend governmental agencies new attitudes and programmes to improve the social effects of cultural assets 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"> 1. To raise interest among students for researching into the nature of Cultural Heritage and its management systems. 2. To ensure that cultural assets reach an appropriate treatment by the society through the students' future work. 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.
Content	<ol style="list-style-type: none"> 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 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 3. The relationship between cultural assets and the environment: Europe's public policies related to the environment. Environmental Assessments and natural parks. Case studies 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). 5. Cultural Heritage and vulnerability: genre, the phenomenon of depopulation and immigration. Mass media, education and participation. Studies of social perception. Case studies. 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). 7. All topics will include case studies and examples from different European countries.

Work format(s)	Lecture and seminars based on readings and case-studies
Manner of assessment	Developmental testing (50% of the final value) Works and exercises (40% of the final value) Attendance with participation (10% of the final value)
Literature (required/recommended)	Handouts, reader, medialinks, video materials, case reports, toledo