COURSE DATA

DATA SUBJECT

Code: 43495
Name: Planning and promotion of cultural heritage
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2213 - Master's degree in Cultural Heritage: Identification, Analysis and Manageme	Facultat de Geografia i Història	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2213 - Master's degree in Cultural Heritage: Identification, Analysis and Manageme	Cultural heritage and its management	COMPULSORY

COORDINATION

JIMENEZ SALVADOR JOSE LUIS

SUMMARY

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2158 -

Capacidad para la aplicación las habilidades de aprendizaje que les permitan actuar tanto de un modo autodirigido o autónomo como en equipos de trabajos de perfil multidisciplinar.

Capacidad para la comunicación de las conclusiones y los conocimientos y razones últimas que las

sustentan a públicos especializados y no especializados.

Capacidad para la integración del aprendizaje en un contexto de igualdad hombre/mujer, en una cultura de paz y con valores democráticos.

Capacidad para la integración de los contenidos del Máster en un contexto medioambiental y de sostenibilidad.

Capacidad para la resolución de problemas en entornos nuevos o poco conocidos, dentro de contextos más amplios o multidisciplinares relacionados con su área de estudio.

Capacitación para la toma de conciencia sobre la acción social y educativa del Patrimonio Cultural, como un elemento ético presente en la vida de las sociedades.

Conocimiento de las nuevas tecnologías en relación a la identificación, investigación, conservación, puesta en valor y difusión del Patrimonio Cultural.

Conocimiento de las técnicas de empleabilidad, relacionadas con las modalidades y tipologías de empresas, las salidas laborales y los
yacimientos de empleo.

Conocimiento de los aspectos teóricos sobre Patrimonio Cultural, así como la diversidad de tipologías patrimoniales y capacidad para la aplicación de estrategias de investigación, conservación y gestión.

Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

Know how to communicate your conclusions (and the underlying knowledge and reasons) to both specialist and non-specialist audiences in a clear and unambiguous way.

Possess the learning skills that will allow them to continue studying in a way that will be largely self-directed or autonomous.

To be able to integrate knowledge and face the complexity of formulating judgments from information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

2213 - Master's degree in Cultural Heritage: Identification, Analysis and Manageme

Capacidad para abordar proyectos de puesta en valor de tipo profesional relacionadas con el Patrimonio Cultural.

Capacidad para la aplicación de contenidos adquiridos en la identificación de salidas laborales y yacimientos de empleo en el marco.

Capacidad para la aplicación las habilidades de aprendizaje que les permitan actuar tanto de un modo autodirigido o autónomo como en equipos de trabajos de perfil multidisciplinar.

Capacidad para la comunicación de las conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados.

Capacidad para la elaboración de catálogos e inventarios del Patrimonio Cultural y conocimiento de las especificidades de dichos catálogos en función del elemento patrimonial abordado.

Capacidad para la integración del aprendizaje en un contexto de igualdad hombre/mujer, en una cultura de paz y con valores democráticos.

Capacidad para la integración de los contenidos del Máster en un contexto medioambiental y de sostenibilidad.

Capacidad para la resolución de problemas en entornos nuevos o poco conocidos, dentro de contextos más amplios o multidisciplinares relacionados con su área de estudio.

Capacitación para la toma de conciencia sobre la acción social y educativa del Patrimonio Cultural, como un elemento ético presente en la vida de las sociedades.

Conocimiento de la bibliografía especializada relacionada con el Patrimonio Cultural.

Conocimiento de las nuevas tecnologías aplicadas al Patrimonio, en particular las relacionadas con la informática, la cartografía automática, la fotografía digital, el espacio virtual y la web 2.0.

Conocimiento de las nuevas tecnologías en relación a la identificación, investigación, conservación, puesta en valor y difusión del Patrimonio Cultural.

Conocimiento de las pautas que rigen la acción social, económica, educativa y territorial del Patrimonio Cultural.

Conocimiento de las técnicas de empleabilidad, relacionadas con las modalidades y tipologías de empresas, las salidas laborales y los
yacimientos de empleo.

Conocimiento de las técnicas de investigación histórica aplicadas al patrimonio, en las diversas modalidades de aproximación (documentación, archivos, cartografía y fuentes orales, etc.)

Conocimiento de los aspectos teóricos sobre Patrimonio Cultural, así como la diversidad de tipologías patrimoniales y capacidad para la aplicación de estrategias de investigación, conservación y gestión.

Conocimiento los procesos claves que intervienen en la configuración de las diversas tipologías patrimoniales.

Conocimientos de los mecanismos de gestión del Patrimonio Cultural.

Conocimientos de técnicas de evaluación del patrimonio, así como de la elaboración de informes y memorias destinadas a recoger el diagnóstico de los elementos patrimoniales.

CT1 - Be able to access to information tools in other areas of knowledge and use them properly.

CT2 - To be able to assess the need to complete the scientific, historical, language, informatics, literature, ethics, social and human background in general, attending conferences, courses or doing complementary activities, self-assessing the contribution of these activities towards a comprehensive development.

Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

Know how to communicate your conclusions (and the underlying knowledge and reasons) to both specialist and non-specialist audiences in a clear and unambiguous way.

Possess the learning skills that will allow them to continue studying in a way that will be largely self-directed or autonomous.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

To be able to integrate knowledge and face the complexity of formulating judgments from information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

DESCRIPTION OF CONTENTS

1.

The importance of strategic planning as a fundamental tool for proper management of Cultural Heritage is justified

2.

Implementation and benefits of strategic planning

3.

Strategic planning at regional and local levels

4.

Practical experiences

5.

Criteria for value-added actions

6.

Exhibition and discussion of a selection of value-added actions

7.

Identification and interpretation of heritage. Spanish educational system and dissemination of heritage

8.

Environment as an educational resource. Environmental education

9.

Didactics in the dissemination of Heritage. Didactic approaches

10.

Methods and techniques in the dissemination of Heritage. Dissemination, Conservation and Ethics

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,00
Theory	15,00
Other activities	3,00
Classroom practices	9,00
Total hours	**30,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	3,00
Individual or group project	60,00
Independent study and work	22,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	10,00
Total hours	**95,00**

TEACHING METHODOLOGY

THEORETICAL CLASSES: Throughout these classes, teachers will explain and explain the fundamental aspects that will guide the student in the study and understanding of the different contents of the subject.

PRACTICAL CLASSES: In the development of these classes various practical activities will be carried out with the aim of applying the acquired theoretical knowledge.

The necessary materials for the development of each practice will be provided in a timely manner by the teachers.

PREPARATION OF THE THEORETICAL AND/PRACTICAL CLASSES: Readings: For the preparation of the theoretical classes and in order to deepen concrete aspects of particular importance in relation to the different topics that make up the program, the student will be able to perform various readings. The texts to be read and the evaluation procedures used in each case will be indicated by the teachers.

IMPLEMENTATION OF PRACTICES AND COMPLEMENTARY ACTIVITIES: In order to complete the activities developed in the theoretical and practical classes, students will solve, individually or in group, a series of practical assumptions from a series of materials to be provided by teachers. The resolution of the various assumptions will be delivered to the teachers on the date that will be communicated by the teachers. In the same way, several complementary activities will be carried out that will be specified at the beginning of the course. The evaluation procedures used for each of these activities will be announced in due course by the teachers.

COMPLETION OF THE SUBJECT WORK: The student will do a work on a topic related to any of the aspects that the subject is about. This work will serve to evaluate the whole subject. The student will address one of the teachers responsible for teaching in the subject "Cultural Heritage and its Management", who will decide whether or not to accept the student's proposal and will indicate the characteristics of the work to be done. TUTORIALS: Teachers will invite students to academic orientation interviews -personal and/or group- aimed at promoting the student's autonomous learning by solving specific problems, commenting on the recommended bibliography, etc.

EVALUATION

COMPLETION OF THE SUBJECT WORK: The student will carry out a work on a topic related to any of the aspects on which the different subjects of the Subject deal. The work will be directed by a teacher of any of the subjects of the Subject that will be in charge of the evaluation of the same. The evaluation procedures used for each of these activities will be announced in due course by the teachers. The student will complete the work in the Virtual Aula, within the deadlines that appear in the table included in the General Information provided to the students of the Master. The work constitutes 70% of the final grade. It will only be averaged if the work has obtained a minimum grade of Pass (equal to or greater than 5 out of 10).

IMPLEMENTATION OF COMPLEMENTARY PRACTICES AND ACTIVITIES: In order to complete the activities developed in the theoretical and practical classes, various complementary activities and specialized conferences will be held, which will be specified at the beginning of the course. Class attendance, conference and complementary activities with use: 30% of the total grade. The composition of the final note shall, in summary, take account of the following percentage:

Subject work: 70%

Class attendance, conferences and follow-up activities 30%

TOTAL: 100%

Regarding the use of AI in final-year projects, Master's dissertations or doctoral theses, and for the declaration of responsible use of AI, please refer to the "Guia d'actuació per a l'ús responsable de la intel·ligència artificial (IA) en les activitats docents i d'avaluació a la Universitat de València", available at the following link: https://www.uv.es/graus/normatives/Guia_actuacio_IA_UV.pdf

REFERENCES

- La bibliografía básica de cada punto del programa será proporcionada oportunamente por el profesorado encargado de la docencia, a través del Aula Virtual