

**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

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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.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

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

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

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.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.



Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

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

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.

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%

REFERENCES

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