

**COURSE DATA****DATA SUBJECT**

Code: 46835
Name: Heritage as a Sustainable Economic Resource
Cycle: Master's Degree
ECTS Credits: 10
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2270 - Master's Degree in Cultural Management	Facultat de Ciències Socials	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2270 - Master's Degree in Cultural Management	El patrimonio como recurso económico sostenible	ELECTIVES

COORDINATION

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SUMMARY

At the conceptual core of what is understood today as cultural heritage are historical, monumental and artistic heritage. Within the framework of this stable core composed of materialized elements, a network of tangible and intangible elements has been incorporated that have been self-defined as belonging to cultural heritage because they are included within the broad space of the morphology of culture.

The analysis of heritage within tourism has, in recent years, been one of the fields of work with the greatest potential and with the capacity to influence the results of destination selection.

The objective of this subject is to introduce students to the tourist management of cultural heritage, identified as the set of manifestations of human life and knowledge. Students will reflect on the protection of cultural heritage. The conversion of heritage into a tourist resource and its interpretation. Trends in the field of cultural tourism products and the management of said heritage in a sustainability policy.

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

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Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to designing, developing and implementing solutions that address social demands, taking the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Have the necessary skills to lead cultural management projects.

Have the necessary skills to plan comprehensive cultural management projects.

Know how to apply market and environmental information in the field of culture and its implication in strategic management and decision-making as an information system.

Know how to organise areas and services within culture-related organisations.

Know how to structure a strategic plan for a cultural organisation or institution.

Learn all the resources and concepts necessary to set up a research and/or management project in cultural entities: museums, cultural centres, services and themed spaces.

Learn resources for managing cultural tourism and planning cultural heritage destinations and products.

Master the management tools to develop projects that give meaning and value to a particular heritage asset.

Perform audience analyses and propose development strategies for the target audience.

DESCRIPTION OF CONTENTS

1. Cultural management, heritage and tourism

1. Concept of cultural heritage
2. Protection of cultural heritage. International organizations
3. Management of cultural heritage
4. Cultural resources
5. Cultural tourism: conversion of cultural heritage into a tourist resource



2. Participatory planning method for cultural tourism products

1. Unique value proposition: What the cultural entity offers to the destination or tourist product
2. Knowledge of the cultural tourist product and its characteristics
3. Notions about the planning of tourist destinations and products
4. Selection of products, market segments and identification of needs
5. Communication strategy for the formation of audiences
6. Digital environment for the dissemination of cultural tourism
7. Image, media and intermediation channels

3. International dissemination of culture

1. Dissemination of cultural events
2. Internationalization of culture as a source of sustainable tourism.
3. Conferences by practicing professionals who work primarily on international cultural projects

4. Creation and management of cultural companies

1. Entrepreneurship in cultural management
2. Private companies in an eminently public sector
3. Competitiveness, cultural tourism products and companies: territory, innovation, customer experience and creativity
4. New ways of doing business in the digital environment
5. Key aspects in the communication of companies and professionals in cultural management

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	1,00
Theory	37,00
Other activities	26,00
Group work	13,00
Classroom practices	10,00
Total hours	87,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	27,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	136,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00



TEACHING METHODOLOGY

- Participatory lectures.
- Resolution of practical cases.
- Development of projects.
- Discussion of materials prepared by the student(s).

EVALUATION

Academic work The evaluation method will be:

- 1 - Individual work or report
- 2 - Diary or report

The tests to be evaluated will consist of several projects that can be carried out individually or in groups related to the blocks of the subject. Evaluation criteria:

The teachers will evaluate the project according to the contents developed and instructions given in class. The final grade will follow this percentage:

30% of the block CULTURAL MANAGEMENT, HERITAGE AND TOURISM - 40% Student participation in case analyses and activities in the classroom.

- 60% Practical exercise: development and results.

30% of the block PARTICIPATORY PLANNING METHOD FOR CULTURAL TOURIST PRODUCTS

- 50% Case study: marketing and distribution of cultural tourism products
- 50% Project: strategy for adding value to a participatory cultural project

REFERENCES

- Eco, Umberto, Apocalípticos e integrados Frade, Carlos, Globalització i diversitat cultural Martel, Frédéric, Cultura mainstream : cómo nacen los fenómenos de masas Ortega y Gasset, José, La rebelión de las masas Barr, Chris, The Yahoo! style guide : the ultimate sourcebook for writing, editing, and creating content for the digital world Celaya, Javier, La empresa en la Web 2.0 : el impacto de las redes sociales y las nuevas formas de comunicación online en la estrategia empresarial Li, Charlene, Groundswell : winning in a world transformed by social technologies. DiNucci, Darcy, Fragmented future. Jubany i Vila, Jordi, Guía práctica para participar activamente en una red social y educativa digital Kelly, Lynda, The impact of social media on museum practice. Margolis, Joseph, Culture and Cultural Entities. Toward a New Unity of Science Marco, Elvira; Otero, Jaime, El discreto encanto de la cultura : nuevas estrategias para la proyección exterior de la cultura : un enfoque práctico. Recaman Mejía, Ana Lucía, Organizaciones culturales y creativas : gerencia e implicaciones prácticas