

TP0082: CULTURAL HERITAGE PLANNING AND MANAGEMENT

COURSE OUTLINE

GENERAL

SCHOOL	INTER-DEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTERDEPARTMENTAL PROGRAM		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	TR0082	SEMESTER	B'
COURSE TITLE	CULTURAL HERITAGE PLANNING AND MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
	LECTURES	3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://tourism-pms.aegean.gr/index.php/spoudes/mathimata		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The course "Cultural Heritage Planning and Management" aims to familiarize students with the Planning and Management of Cultural Heritage by contributing to the Protection, Preservation, Promotion and Utilization of Historical Monuments and Archaeological Sites.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management Respect for difference and multiculturalism
Adapting to new situations	Respect for the natural environment
Decision-making	Showing social, professional and ethical responsibility and sensitivity to gender issues
Working independently	Criticism and self-criticism
Team work	Production of free, creative and inductive thinking
Working in an international environment
Working in an interdisciplinary	

environment

Others...

Production of new research ideas

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After successful completion of the course, postgraduate students will be able to know and understand the:

--Importance of Cultural Heritage

--Concepts of Cultural Policy

--Importance of Preserving the Cultural Tradition

--Promotion of Cultural Peculiarity

--Theoretical and Practical Issues related to the Planning and Management of Cultural Heritage

--Concepts of Monument Management

--Necessity of the Management of Monuments

--Importance of Sustainable Management of Monuments

--Correlation of the Theory of Museology with Practices of Management of Monuments, Historic Buildings and Museums

--International Organizations for the Protection of Monuments and the European Institutions

--Principles Governing the Management and Protection of the World Cultural Heritage

--Cultural Marketing and the Legal Framework for the Operation and Administration of Museums and Historic Sites.

--Correlation of the Cultural Management with Social Identity, Memory and Social Claims.

--Developmental Dimension of Cultural Heritage

--Cultural Tourism & Cultural Heritage

--Main Issues of Preservation and Promotion of Cultural Resources

--Role of New Technologies in Achieving the Mission of Cultural Heritage Administrators

--Planning of Programs for the Coordinated Utilization and Promotion of Environment and Culture

--Examples of Good Practice of Planning and Management of Cultural Heritage in the International Area and in Greece

--Correlation of the Cultural Reserve of an Area with its Tourism Development and Attractiveness

--Value of Culture as a Development Resource and the Economic Benefits of Local Communities

SYLLABUS

--Conceptual Approach to Cultural Policy and Heritage

- Interpretation of the Archaeological Heritage

--Promotion of Cultural Peculiarity

--Planning and Management of Cultural Heritage

--Museology

--Management of Museums and Cultural Organizations

--Cultural Marketing

--Planning, Utilization and Promotion of Environment and Culture

--Development of Cultural Tourism

--Preservation and Promotion of Cultural Resources

--Contracts for the Protection of Cultural Heritage

--Unesco / English Heritage

- Cultural Route of Europe
- Council of Europe
- European Union and Cultural Policy
- Institutional and Legal Framework for Cultural Heritage Management
- Cultural Heritage Management Stakeholders in Greece
- Financial Management Tools of Cultural Heritage
- Correlation of Cultural Heritage with Tourism Development and Attraction of a Destination

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	--Distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	--Face to face --Distance learning with the use of new technologies --Use of ICT in teaching through the modern distance learning platform BBB. --Posting powerpoint slides and related learning material on the moodle platform --Communication with students through the moodle platform and by email.	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
<p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	Lectures	20
	Research and analysis of case studies	20
	Written assignments	20
	Waivering written research project	60
	Self-directed study	30
	Course total	150

STUDENT PERFORMANCE EVALUATION	-The evaluation of the course is based
<i>Description of the evaluation procedure</i>	in written individual or group waivering written research project with a weighting factor of 100% in the final score.
<i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>	- The evaluation is done in the Greek language.
<i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Basic bibliography

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-Supplementary bibliography

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Mediterranean and Black Sea regions. 1st Workshop on Intercultural Osmosis around the Archipelago, Chios, Greece, Proceedings. Middle East Forum, pp. 95-121.

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- Related academic journals:

Anatolia

Annals of Tourism Research

Cultural Tourism

Current Issues in Tourism

International Journal of Culture, Tourism and Hospitality Research

International Journal of Religious Tourism and Pilgrimage

International Journal of Sport Management, Recreation & Tourism

International Journal of Tourism Research

Journal of Environmental and Tourism Analyses

Journal of Quality Assurance in Hospitality & Tourism

Journal of Sustainable Tourism

Journal of Tourism and Cultural Change

Journal of Tourism Studies

Journal of Travel & Tourism Marketing

Journal of Travel Research

The Tourist Review

Tourism Analysis

Tourism Economics

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Tourism Recreation Research

Tourism Today

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