



COURSE DESCRIPTION

1. GENERAL

GENERAL			
SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	CUL120	SEMESTER	8 th
COURSE TITLE	Cultural Heritage Management		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		4	5
COURSE CATEGORY	Specialization		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1227/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon the completion of the course, the students are expected to:
-have a sufficient knowledge of the theoretical principles and practices of cultural heritage management;
-recognise the importance of the involvement of the local community in the heritage management process, and are in the position of applying specific aware of methodologies to this end; and
-be in the position to be part of a management team that is responsible for the drafting and implementation of heritage management plans.
General Skills

3. CONTENT

The course examines the concepts of cultural heritage (mostly monuments and archaeological sites), authenticity and integrity. The course explores the legal system of cultural heritage management on an international level (with reference to organisations UNESCO, ICOMOS, ICCROM, IUCN) and in Greece, as well as theoretical principles and practices, with an emphasis on the drafting of management plans.

The evolution of cultural heritage management over the course of time is studied, through the analysis of the management approaches: material-centred, values-based and living heritage approach. Special reference is made to the management of "difficult" heritage, which is associated to wars, conflicts and crises.

The course further explores the concept of intangible cultural heritage (e.g. customs, traditions, dances and songs), its connection with the tangible/material cultural heritage, as well as the distinctive characteristics and differences in terms of its safeguarding.

The concept and the forms of cultural tourism is also examined.

A variety of cultural heritage sites and expressions, mostly those inscribed on the UNESCO Lists, from Southeastern



Asia, Australia, US, Europe and Greece as used as case studies, while at the same time there is a special focus on the Old Town of Corfu.

1. Concepts: material/tangible cultural heritage (mostly archaeological sites and museums), authenticity and integrity
2. Legal system of cultural heritage management on an international level
3. Legal system of cultural heritage management in Greece
4. Theoretical principles and practices of cultural heritage management
5. The importance of the involvement of the local community in cultural heritage management
6. The drafting of management plans
7. Material-based approach: theory, and case studies of application
8. Values-based approach: theory, and case studies of application
9. Living heritage approach: theory, and case studies of application
10. Intangible cultural heritage, its connection with tangible/material cultural heritage, and the differences in terms of its safeguarding
11. Managing "difficult" heritage
12. Cultural tourism
13. Student projects: presentation, and discussion

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD									
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none">-Use of powerpoint at the lectures-Making use of the course portal, for the uploading of teaching material-Email for the communication with students-Movies abstracts								
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	-A combination of exercises, projects, and exams								

5. BIBLIOGRAPHY

- Poulios I. (ed.) 2015, *Cultural Management, Local Community, and Sustainable Development* (Athens: Kallipos). In Greek. Open access: repository.kallipos.gr/handle/11419/2394
- Poulios I. 2014, *The Past in the Present: A Living Heritage Approach - Meteora, Greece*. London, Ubiquity Press. Open access: [dx.doi.org/10.5334/bak](https://doi.org/10.5334/bak)
- Antoniadou S., Mavragani E. & Poulios I. (eds.) 2015, *Culture and Perspective: The Importance of Strategy in Four Sectors of Culture* (Corporate Social Responsibility and contemporary culture; culture and foreign policy; the State and the private sector in the exploitation of cultural heritage; and culture and tourism). Athens: Kastaniotis Publishing House. In Greek. www.kastaniotis.com/book/978-960-03-5946-6