



Universitat de Lleida

DEGREE CURRICULUM
**MANAGEMENT OF THE
ARTISTIC HERITAGE**

Coordination: FLIX PARDELL, MARIA LORETO

Academic year 2023-24

Subject's general information

Subject name	MANAGEMENT OF THE ARTISTIC HERITAGE			
Code	100143			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in History of Art and Artistic Heritage Management	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	2		4
	Number of groups	1		1
Coordination	FLIX PARDELL, MARIA LORETO			
Department	GEOGRAPHY, HISTORY AND HISTORY OF ART			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FLIX PARDELL, MARIA LORETO		6	

Learning objectives

- Acquire the basic knowledge about the concept of cultural and artistic heritage from a broad, open and critical perspective (in coordination with the subject History and theory of artistic heritage).
- Acquire the necessary knowledge about the concept of asset management and the main management models and actors involved, be it institutions, companies and / or people.
- Acquire the knowledge necessary to work in the field of applied research and communication of heritage (social return).
- Know the different tools of asset management: from the identification of the heritage element, to its research, conservation and intervention, to its dissemination and communication.
- Understand heritage and its management as a cultural, tourist, social and educational resource that should enable us to interrogate ourselves as a society.
- Understand the economic, legal, political, social and cultural dynamics that affect planning and management
- Acquire vocational training to be able to opt for specialized sites in museums, heritage institutions, public and / or private cultural management companies.

Competences

- Ability to communicate and to work in interdisciplinary teams in the field of heritage management that guarantee an integrative vision.
- Ability to start with the design of heritage projects that guarantee the balance between the conservation of the element, the needs of the public, the mission and the viability of the project.
- Ability to innovate and incorporate new technologies in the planning of projects, in their development and in their dissemination.
- Ability to dynamise, activate participation models and lead the derived processes.
- Ability to develop teaching projects that favor the social return of investments in heritage.
- Ability to get started in the application of research in the creation of new cultural products.
- Ability to know and develop sustainable models that guarantee accessibility (physical, intellectual, cultural) to culture.
- Communicative ability throughout the creative process that involves the development of heritage projects
- Ability to identify the actors involved in heritage processes
- Ability to convey information, ideas, problems and solutions to both specialized and non-specialized audiences

- To know how to develop learning skills necessary to undertake further studies with a high degree of autonomy
- Manage bibliographic references and manage research tools for general and specific bibliographic resources including their internet access
- Plan and manage decision-making time and the development of individual work and in a team work environment
- Appreciate the importance of diversity and multiculturalism
- Recognize and be sensitive to the promotion of human rights and the values of a culture of peace and democratic values
- Recognize and work to apply the gender perspective in wealth management environments: from documentation and research to dissemination and communication
- Recognize the principles and implications of professional ethics and the codes of ethics that govern it
- Identify, distinguish, evaluate and assess current problems of conservation, restoration criteria, and management of historical, artistic and cultural heritage
- Identify and recognize the critical awareness of heritage and its appreciation in today's society
- Develop and manage basic concepts of Museology and Museography
- Develop and manage basic concepts on documentation, composition of materials and techniques of artistic, movable and immovable property
- Acquire training in the use of new technologies and information and communication techniques

Subject contents

1.- The concept of heritage.

What we mean and what we understand today when we speak of artistic and cultural heritage (this point of the syllabus must be in coordination with the subject History and theory of artistic heritage).

2.- The management of heritage: tools for their knowledge, conservation and value-building.

- 2.1.- Approach to the legal framework. Some basic notions about legislation
- 2.2.- Organizations and management models
- 2.3.- Planning of economic and personal resources

3.- Basic notions for knowledge and study of audiences.

- 3.1.- The public: approach to the different typologies and classifications.
- 3.2.- Notions for the study of audiences: collection of information, interpretation and evaluation

4.- The applicability of research in heritage projects. The creation and planning of projects: from the idea to its execution

- 4.1.- The concept of applied research
- 4.2.- The creation of a project and its development

5.- Accessible heritage. A heritage for everyone.

- 5.1.- Concept of accessibility
- 5.2.- Interpretation tools
- 5.3.- The need to break barriers: space, museography and content
- 5.4.- Communicate the patrimony, patrimony in network

5.5.- Heritage projects with a gender perspective

6.- Looks to heritage: a didactic resource, a tourist resource, a social resource ... The contemporary look and the creation projects

6.1.- The heritage as a resource

6.2.- The didactic heritage

6.3.- Heritage as a tourist resource

6.4.- Heritage as a social resource

6.5.- Heritage as a resource for innovation

Methodology

The health crisis of the covid has caused the reorganization of our teaching plans since hybrid teaching is prioritized and this involves not only a methodological change but also a mental, attitude and way of understanding learning and relating among students, and between it and the teaching staff. This context of change can be experienced as an opportunity to create new work dynamics.

The cultural sphere, and wealth management in a very evident way, are forced to reinvent themselves and it is our responsibility to understand what change means and to be prepared to assume it and manage it with new tools. If until now we were asked to have solid and stable structures, today the virtue is to be adaptable and flexible: "from oak to reed".

We will try to apply this "vital" adaptability and dynamism to the development of the subject and the HNP will have different formats aimed at each moment and depending on the subject being worked on, to promote student participation, shared learning and continuous assessment and personalized.

TRAINING PILLS. Classes by the teacher to introduce a basic theoretical framework that allows to develop other teaching actions:

1. - resolution of doubts
2. - self-assessment tests
3. - practical exercises, to be carried out during class hours (and, if necessary, to be completed with independent work)
4. - reports on assets. Visits - in person or online - to heritage facilities to learn about their vision and mission, their strategic plan for the management and preparation of a report on their operation, the actions developed and the results obtained. We want to achieve different competence objectives: know first hand the management of relevant and operational heritage elements.
 - know first hand the management of relevant and operational heritage elements.
 - apply the theoretical framework to specific, real and current cases.
 - recognize and analyze different management models.
 - synthesize the heritage actions developed by the heritage center visited and evaluate the results according to the analysis of the data.

METHODOLOGY WORKSHOP. Different workshops are proposed which, in a transversal way, will introduce the students to all those methodological aspects that are necessary to know in order to carry out the different academic works with rigor. See the workshop's own file

CASE STUDY ANALYSIS. Carrying out a practical work with the approach of a heritage project. Students will propose the analysis of a practical case, in agreement with the tutor, on which they will have to carry out a study linked to one of the thematic areas of the subject. The work will be developed in 3 installments throughout the course, plus the presentation in public. Each of the deliveries will be evaluated independently (see Evaluation).

Programming and development of practical work:

Length: 10 - 15 pages of text + images, graphics and bibliography used

Execution schedule:

- Presentation of a closed proposal: first fortnight of October (seminar-workshop to raise issues, first reasoned script and bibliographic notes)
- Drafting of the Justification and Status of the issue, with the linked bibliography. Delivery: Wednesday, November 16, 2022
- Elaboration of the proposed patrimonial proposal.
- Follow-up sessions or tutorials as many as students need with a minimum of 1 tutorial with reasoned index and methodology (tutorials during the month of November)
- Public presentation of the work in 2 sessions (during the month of December, on a date to be determined)
- Delivery of the written work: January 15, 2023

Development plan

Summary table of the methodological plan of the subject:

ACTIVITY	Description / Typology	HP classroom	HP online	HNP
LECTURES	Classes in the classroom where the teacher will shell out the syllabus of the subject	37.5		20
PRACTICES	Throughout the course there will be different practices to perform: self-assessment tests, practical exercises, case analysis with reports on assets			40
SEMINARS	Methodology workshop Development and follow-up of the final work with the planning of a heritage project	18		30
TUTORIALS	Students must attend a minimum of tutorials for the preparation of reports derived from the practical cases raised throughout the course.		3	
EVALUATION	Take a final exam	1.5		
TOTAL TEACHING HOURS		57	3	90

Evaluation

Evaluation system

Activity	Evaluation mechanisms	Description / criteria	Observations	%
Exam			No recovery is contemplated	20%

TRAINING PILLS + PRACTICES + REPORT OF A HERITAGE ELEMENT	Attendance and participation in the sessions of resolution of doubts and delivery of the exercises posed during the sessions	Exercises / tests Reporting	Each topic of the teaching guide will have different follow-up tests.	25%
METHODOLOGY WORKSHOP	Attendance and participation in the workshop and carrying out a work.	Assistance Carrying out different practices related to the case study work	Students will receive at the beginning of the course the information corresponding to the workshops	10%
CASE STUDY ANALYSIS	Proposal and analysis of a heritage element. Follow-up of the case, reading of the bibliography and writing of the work.	Drafting of the justification and the State of the question on the chosen patrimonial good.	At the beginning of the course, students will choose and agree with the tutor the case study to work on to schedule tutorials and work schedule.	15%
TUTORING	Significant assistance	Attendance at a minimum of 1 tutorial		5%
CASE STUDY ANALYSIS. HERITAGE PROPOSAL	Quality and originality of the proposal. Follow-up of the proposal with objectives, project phases and actions. Specific bibliography	Study and development of a proposal for patrimonial improvement on the cultural good worked on.		15%
ORAL PRESENTATION OF THE PRACTICAL CASE	Quality of orality Graphic resources used Adaptation to time	Oral presentation of the work, with the possibility of projecting or carrying out a specific action on the results	Time limit for each presentation: 10'	10%
TOTAL EVALUATION				100%

The evaluation is ongoing. Students who combine their studies with a part-time or full-time job, and who have problems with time compatibility with the subject, have the right to request an alternative assessment within 5 days from the beginning of the semester. For more information, send an email to academic@lletres.udl.cat or contact the Secretary of the Faculty of Arts.

Bibliography

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Josep Ballart (1997): El patrimonio histórico y artístico: valor y uso, Ariel, Barcelona.

Josep Ballart Hernández, Jordi Juan i Tresseres (2001): Gestión del patrimonio cultural, Ariel Patrimonio, Barcelona.

Alejandro Bermúdez, Joan Vianney, Adelina Giralt (2004): Intervención en el patrimonio cultural, Editorial Síntesis, Madrid.

Lluís Bonet, Xavier Castañer, Josep Font (eds) (2009): Gestión de proyectos culturales: análisis de casos, Ariel Patrimonio, Barcelona.

José Antonio Donaire (2012): Turismo cultural. Entre la experiencia y el ritual, Edicions Vitel·la, Bellcaire d'Empordà.

Neil Kotler , Philip Kotler (2001): Estrategias y marketing de museos, Ariel Patrimonio Histórico, Barcelona.

Antoni Laporte (2016): Els estudis de visitants: de les dades al coneixement, del coneixement a la gestió, Observatori dels Públics del Patrimoni Cultural de Catalunya, ICRPC.

Barry Lord, Gail Dexter Lord (1998): Manual de gestión de museos, Ariel Patrimonio Histórico, Barcelona.

Manual Atalaya de Apoyo a la gestión cultural (recurs online:
<http://atalayagestioncultural.es>)

Maria Angeles Querol (2010): Manual de gestión del patrimonio cultural, Akal Textos, Madrid.

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