



## IDENTIFYING DATA

### Value and Meaning of Cultural Heritage

Subject	Value and Meaning of Cultural Heritage			
Code	002M143V03102			
Study programme	Máster Universitario en Valoración, Gestión y Protección del Patrimonio Cultural			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Pérez Losada, Fermín Emiliano			
Lecturers	Pérez Losada, Fermín Emiliano			
E-mail	fermin@uvigo.es			
Web	<a href="http://moovi.uvigo.gal/course/view.php?id=1061">http://moovi.uvigo.gal/course/view.php?id=1061</a>			
General description	The objective of the course is to enable students to analyze critically the heritage value of cultural property and to know the methodological tools necessary for the process of estimating the value of assets, using standardized criteria.			

## Training and Learning Results

Code	
A5	That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
B1	Acquire the ability to differentiate and assess the various expressions of Cultural Heritage, know the tools for their quantification and protection, as well as the different perspectives that address their management.
C8	Understand the multifactorial values of Cultural Heritage, and assess it appropriately according to criteria of social use.
D4	To be able to integrate the diverse information and data contributed by diverse technicians and tools in the writing of conclusions of action.
D6	Know how to transmit in a clear and unambiguous way to a specialized audience or not, results from scientific and technological research or the most advanced field of innovation, as well as the most relevant foundations on which they are based

## Expected results from this subject

Expected results from this subject	Training and Learning Results
Know the methodological tools for the realization of a process of estimate of the value of a cultural good anyone, from standard criteria.	A5 B1 C8 D4 D6

## Contents

Topic	
Values and meaning of the Cultural Heritage	Main positive qualities of recognition and appreciate of the Cultural Heritage in the contemporary society. Potential value and effective or real value.
The formal aesthetic/value	Antiquity, artifice, *monumentalidad, beauty. The integration of the heritage in the urban and rural landscape. The value *utilitario: rehabilitations for new uses and his problematic.
The historical informative/value	How know the past through the heritage. The investigation like basic tool *generadora of historical value.

The value *asociativo/symbolic	The direct communication happened-present inherent to the heritage. The heritage like cultural symbol *identitario of the human communities. Problematic of to who represents the cultural heritage to scale local, national and world-wide.
The economic value of the cultural heritage	Education, culture, tourism and development. Economic models and cultural politics applied to the heritage in the contemporary world. The cultural heritage like economic resource, generator of wealth (direct and indirect profits) and of quality of life.
The reports of assessment *patrimonial (*IVP)	Strategies, standard and systems of measurement and quantification of the value *patrimonial of the cultural goods

## Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	4	0	4
Autonomous problem solving	0	14	14
Case studies	0	20	20
Introductory activities	1	0	1
Essay	0	29	29
Objective questions exam	0	1	1
Systematic observation	0	5	5
Presentation	1	0	1

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Seminars	Educational interaction with students with the purpose of basic exhibition of contents, orientation, advice and resolution of doubts in the process of the learning, with the support of the means of remote teaching.
Autonomous problem solving	Activities linked to the development of the reflection, debate, critical and open generation of alternatives moving the knowledges and the skills of the students by means of the different technological tools of teaching.
Case studies	Analysis of cases or situations in relation with the concept and categories of the Cultural Heritage. Process included in the platform of remote teaching..
Introductory activities	Session oriented to take contact and gather information on the students and his motivations. Presentation of the matter and of the surroundings in which it will develop the module, employing tools of remote teaching and tele-communication.

## Personalized assistance

Methodologies	Description
Autonomous problem solving	Resolution of doubts and personalised attention of the practical exercises realised by the students (glossary, specific forums). Resources used: platform Moodle of remote teaching and Campus Remoto videoconference.
Case studies	Information and personalised consultancy of the autonomous practices realised by the *alumnado through the TIC. Resources used: platform Moodle of remote teaching and Campus Remoto videoconference.

## Assessment

	Description	Qualification	Training and Learning Results
Essay	The student realises and presents a Report of Heritage Assessment (IVP) on one very cultural of his election (transversal of the module), using tools of remote delivery in the virtual platform. The result of learning evaluated is: Know the methodological tools for the realisation of a process of estimate of the value of a very cultural any one, from criteria standardised.	40	B1
Objective questions exam	It tests type test, realised through the virtual platform. The result of learning evaluated is: Know the methodological tools for the realisation of a process of estimate of the value of a very cultural any one, from criteria standardised.	30	B1 C8 D4

Systematic observation	Communication and active participation in the activities of the matter throughout the telematic means. Evaluation of the result of the learning "Know the methodological tools for the realisation of a process of estimate of the value of a very cultural any one, from criteria standardised".	20	B1
Presentation	Presentation and defense in the classroom of the Report of Heritage Assessment (IVP) prepared by the student. The result of learning evaluated is: Know the methodological tools for the realisation of a process of estimate of the value of a very cultural any one, from criteria standardised.	10	

### Other comments on the Evaluation

According to the 2023 "Regulation on the evaluation, qualification and quality of teaching and the student learning process of the University of Vigo", there are two evaluation systems that students can choose: the preferred one, which will be applied by default, of **"continuous evaluation"** (diversified tests and activities that take place throughout the semester), and the so-called **"global evaluation"** (tests and/or delivery of work/exercises to be carried out on the official dates of evaluation established in the academic calendar), which must be expressly requested by the interested students, and communicated to the responsible teaching staff within a maximum period of 31 days from the beginning of each term.

The **"global evaluation"** tests for this subject will consist of the following: quiz test (40%) + delivery of a "Heritage Evaluation Inform" (60%).

Students have two evaluation calls/opportunities. The first is carried out during the teaching semester. The second (or 2nd opportunity) will take place in the month of July, for which access to the teaching platform will be enabled again.

### Sources of information

#### Basic Bibliography

- Ballart Hernández, J., **El patrimonio histórico y arqueológico: valor y uso**, 1, Ariel, 1997
- Ballart Hernández, J.; Juan i Treserras, J., **Gestión del patrimonio cultural**, 4, Ariel, 2008
- Pedersen, A., **Gestión del turismo en sitio del Patrimonio Mundial. Manual práctico para administradores de sitios del Patrimonio Mundial.**, 1, [http://unesdoc.unesco.org/images/0012/001286/12867\\_2005](http://unesdoc.unesco.org/images/0012/001286/12867_2005)
- AA.VV., **Sistema de valoración patrimonial de los Enclaves arqueológicos de Aragón**, 1, Gobierno de Aragón, 1999
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- Barciela, Melgarejo e López Eds., **Los bienes culturales y su aportación al desarrollo sostenible**, 1, Universidad de Alicante, 2012

#### Complementary Bibliography

- Frey, B.S., **La economía del arte**, 1, La Caixa, 2000
- Thorsby, D., **Economía y Cultura**, 1, Gestion Cultural, 2008
- Rizzo, I. e Mignosa, A. Eds., **Handbook on the economics of Cultural Heritage**, 1, E. Elgar Pub., 2013
- Bonet, L.; Castañer, X.; Font, J. (Eds.), **Gestión de proyectos culturales: análisis de casos**, 2, Ariel, 2009
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- Domínguez Arranz, A. (Ed), **El patrimonio arqueológico a debate: su valor cultural y económico**, Gobierno de Aragón, 2008
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- López Silvestre F., Días-Fierros Viqueira, F. (coord.), **Olladas críticas sobre a paisaxe**, Consello da Cultura Galega, 2009
- Sanz Lara, J.A., **Valoración económica del patrimonio cultural**, Trea, 2004
- AA.VV., **El Patrimonio intangible y otros aspectos relativos a los itinerarios culturales, Congreso Internacional del CIIC (ICOMOS)**, [[http://www.esicomos.org/Nueva\\_carpetas/INDEX\\_2ESI](http://www.esicomos.org/Nueva_carpetas/INDEX_2ESI)], 2002

### Recommendations

#### Other comments

The teaching of the subject will be always of face-to-face telematic way, well was synchronous or asynchronous, using the eMoodle (MooVi) educational platform and participating in the educational activities through multiple videoconference (Remote Campus).

To be able to receive the teaching of effective way it si recommended , previously to the start of the subject, to consult the

manual of access to the platform and to follow the technical specifications in order to assist to the remote sessions. It is indispensable that each student access to the educational platform of the subject previously to the beginning of the same.

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