

International Master
in

“ECONOMICS AND ADMINISTRATION OF CULTURAL HERITAGE” (MEACH)

Academic Year 2008-2009

Syllabus

The Course is divided in the following modules:

I. *Conservation: issues and problems*

Issues related to the study and cataloguing of cultural heritage from an archaeological and architectural perspective. The different types of cultural heritage (tangible and intangible, movable and immovable, etc.) will be considered. Given the focus of the master, special attention will be devoted to the Euro-Mediterranean cultural heritage. Basic knowledge of the various kinds of interventions needed to analyse the state of cultural heritage and to identify the most suitable methodologies for its conservation and restoration. Students will gain a picture of the range of existing methods and their impact to guarantee the protection, conservation and restoration of cultural heritage.

II. *Economic approach to cultural institutions and policies*

The economic analysis of public intervention for culture looks at the reasons justifying it, and especially at the modalities it is realized, its advantages and disadvantages as well as the possible “biasing” effects public intervention can have. Attention will focus on the analysis of the instruments (public expenditure, taxes and regulation) and on their application in different institutional contexts. Students will have to critically connect theory to practice so they will have to look at concrete cases of public intervention underlining its pros and cons. A comparative analysis, referred to the different countries students come from will also be provided.

Illustration of the international laws in force (Conventions, treaties, etc.) as well as of the institutional order of the countries students come from. This is essential given the importance of the institutional background in which decisions related to cultural heritage are taken and with which students will have to cope with in their professional activities. The importance of international intervention programs (UNESCO, UE, World Bank) for the protection and enhancement of cultural heritage will also be underlined.

III. *Cultural heritage and Local Development*

The role Cultural Heritage can have for local development will be analysed looking at the possible bond between cultural heritage and local development, the role of cultural districts, cultural tourism and its potentialities. The analysis also considers concrete cases of heritage towns’ rehabilitation for the development of different geographical areas in Italy (eg. Noto) and abroad.

IV. *Organisation and Management of Cultural Heritage: evaluation issues and experiences*

The module intends to show the organization of different national and international institutions that operate in the cultural sector. Analysis will also consider: the efficiency and effectiveness of cultural institutions; the problems connected to the interaction among various institutions involved the conservation, restoration and enhancement of cultural heritage.

The module also considers the economic evaluation of cultural heritage. It is a controversial theme even among economists. The purpose of this module is, first of all, to transmit a basic knowledge of the subject illustrating the basic principles (definition of economic value of cultural heritage; analysis of economists’ conflicting positions and of the difficult relationship between economic and cultural value; illustration of the mostly used methods for determining the economic value of cultural

heritage). Students will gain the competences necessary to apply these methods (e.g. contingent valuation, cost-benefits analysis, etc.) in practice. There will be simulations in class based on projects used as case study.

V. *Marketing and communication*

Students will acquire the basic competences in the use of communication instruments (traditional and not) for cultural heritage. Bearing in mind the increasing importance of the new information media, special attention will be given to their use. This part of the course is particularly important given the international approach of the master. The new communication media, in fact, constitute an optimal instrument to overcome geographical barriers and to promote a rapid diffusion of information and knowledge among different countries. The module also focuses on the use of marketing techniques and merchandising as tools to improve the fruition of heritage.