



## COURSE DESCRIPTION INNOVATION IN THE ENHANCEMENT AND EXPLOITATION OF CULTURAL HERITAGE

**SSD: STORIA DELL'ARTE MEDIEVALE (L-ART/01)**

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)  
ACADEMIC YEAR 2025/2026

### COURSE DESCRIPTION

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### GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE  
MODULE: NOT APPLICABLE  
TEACHING LANGUAGE: ITALIANO  
CHANNEL:  
YEAR OF THE DEGREE PROGRAMME: II  
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I  
CFU: 6

#### REQUIRED PRELIMINARY COURSES

None

#### PREREQUISITES

None

#### LEARNING GOALS

To provide advanced knowledge and tools that enable students to devise cultural tours in their own territory. To develop written and oral communication skills in the field of cultural heritage.

Upon completion of the course, students will be able to:

- recognize distinctive elements of cultural heritage, identifying potentials and criticalities of the sites examined at the course

- identify analytical tools that will enable them to develop innovative ways of using cultural heritage

- develop communication strategies that are appropriate for an audience of non-specialists in the field.

### **EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)**

#### **Knowledge and understanding**

Students will acquire knowledge and comprehension skills in the field of cultural heritage with particular attention to innovative ways of enhancing and enjoying both material and immaterial cultural heritage of their own territory.

#### **Applying knowledge and understanding**

Students will be able to apply knowledge and understanding skills through the conception and design of cultural tours for the enhancement and enjoyment of cultural heritage at a professional level.

### **COURSE CONTENT/SYLLABUS**

Storytelling in the Communication of Cultural Heritage

Construction of Memory and Identity through Cultural Heritage

Designing Thematic Itineraries to Improve Cultural Tourism in Local Territories

### **READINGS/BIBLIOGRAPHY**

- *Racconti da Museo. Storytelling d'autore per il museo 4.0*, a cura di Cinzia Dal Maso, Bari 2018, pp. 27-84; 187-216

- Slide and course notes, as well as more bibliography will be available in the lectures' team.

### **TEACHING METHODS OF THE COURSE (OR MODULE)**

- Lectures
- Laboratories
- Students' presentations
- Field trips

### **EXAMINATION/EVALUATION CRITERIA**

#### **a) Exam type**

- Written
- Oral
- Project discussion
- Other

#### **In case of a written exam, questions refer to**

- Multiple choice answers
- Open answers

Numerical exercises

**b) Evaluation pattern**

The examination consists in the elaboration, presentation and discussion of a final project, to be carried out in a group or individually (70%), as well as in an interview on topics covered by the programme (30%)