

Course Title	Museums, Monuments and the Tourism Industry: Protection, Perceptions and Promotion of the Hellenic past today				
Course Code	HES634				
Course Type	Elective				
Level	Master (2 nd cycle)				
Year / Semester	1 st Year / 2 nd Semester 2 nd Year / 3 rd Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	N/A	Laboratories / week	Optional <i>In-situ visits to museums and/or archaeological/historical sites</i>
Course Purpose and Objectives	<p>The course aims to thoroughly present the main institutions regarding perception, promotion and exploitation of cultural heritage: museums, monuments and the tourism industry with emphasis on Greece, Cyprus and on the Greek history and culture in general. It also aims to prepare students for managing the perception and promotion of Greek heritage in memory institutions (museums, libraries, archives), educational programmes (curricula, training programmes) and in cultural tourism. Specific objectives are the presentation and discussion of the laws and the ethical framework for museums, monuments, antiquities and cultural heritage in Greece, in Cyprus and abroad. Also, the analysis of cultural memory, its construction, its selective reception and acceptance, its protection and its partial or total loss.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify and describe the concepts of monument, museum, memory space, cultural industry, protection, perception and promotion of the past with emphasis on Greece and Cyprus. • Recall the legislation and to identify and summarize the ethics regarding museums, monuments, antiquities and cultural heritage in Greece, Cyprus and internationally. • Recognize and explain the theoretical bases of issues on tourism industry in relation to cultural resources. • Associate, compare and evaluate cultural policies, strategies and actions for monuments and cultural tourism. • Relate, compare, argue and evaluate issues relating to the formation of memory and the public image of the past in memory institutions. • Practise independent critical thought, rational inquiry and self-directed learning. 				

	<ul style="list-style-type: none"> • Demonstrate the ability to communicate knowledge to a public consisting of specialists or laypersons, making use of various modes of communication. • Develop skills in organization, research and analysis that will be highly prized in any field of work. <p>Compose academic essays applying critical thought and using relevant literature and other scientific/academic sources.</p>		
Prerequisites	HES610, HES611, HES612	Co-requisites	None
Course Content	<p>The course studies institutions dealing with the perception, promotion and enhancement of cultural heritage: museums, monuments and the tourism industry with emphasis on Greece, Cyprus and the Greek history and culture in general. It also deals with the public position and the consumption of history, art, archaeology and culture in the modern society of Greece and Cyprus. It also discusses political issues related to public memory, monuments and memory spaces. Moreover, the course investigates the role of museums, virtual museums, galleries and the media in shaping the public image of the past. It also deals with specific questions for the preservation, presentation and communication of the natural and cultural heritage, particularly where the interpretation and meaning are disputed. It focuses on cultural tourism issues and provides students with a dynamic entry in public history. Special topics to be discussed relate to terms and definitions for museums, monuments and tourist industry, protection, prevention and promotion of cultural assets, tourism cultural industry and cultural tourism.</p>		
Teaching Methodology	<p>Distance Learning</p> <ul style="list-style-type: none"> • (Lectures on distance education platform, student-led presentations, online material – websites, audio/video media clips – interactive activities such as online quizzes, presentation of external/third party material online, commentaries and interpretation of material sources, dissertation, oral presentations and coursework essays through the platform, small-group tutorials, formative feedback on coursework, independent study and guided research, discussions and advance preparation of set work for platform meetings, unseen examinations, presenting and discussing texts, ideas, and cultural context). 		
Bibliography	<ul style="list-style-type: none"> • Black, G., 2005. <i>The Engaging Museum: Developing Museums for Visitor Involvement</i>, London and New York: Routledge. • Blockley, M. Hems A. (Επιμ.), 2005, <i>Heritage Interpretation: Theory and Practice</i>, Routledge. • Butler, B., 2006. Heritage and the present past, στο Tilley, C. and Keane, W. and Kuechler-Fogden, S. and Rowlands, M. and Spyer, P., (επιμ.) <i>Handbook of Material Culture</i>, London: Sage Publications, σελ. 463-479 • <i>ICOM's Code of Ethics for Museums</i> http://icom.museum/fileadmin/user_upload/pdf/Codes/code_ethics2013_eng.pdf (accessed: 10/12/2016) • Fopp, Michael, 1997. <i>Managing Museums and Galleries</i>. London: Routledge. 		

	<ul style="list-style-type: none"> • Kotler, N., Kotler, P., & Kotler, W., 2008, <i>Museum marketing & strategy: Designing missions, building audiences, generating revenues and resources</i>, John Wiley and Sons. • McLean, F. 1997. <i>Marketing the museum</i>.Routledge. • Moore, K. 1998, <i>Management in museums</i>. Athlone Press. • Nora, P. 1989, «Between Memory and History: Les Lieux de Memoire. <i>Representations</i>», No. 26, Special Issue: Memory and Counter-Memory: σελ. 7-24. • Robert, R. Janes, R. 2007, <i>Museum management and marketing</i>, Routledge. • Law 58(I), 2009 [Cyprus] • Law 3028/2002 [Greece] • FEK 2385/2011 [Greece] 				
Assessment	<table border="1" data-bbox="630 678 1109 753" style="margin-left: auto; margin-right: auto;"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>On-going evaluation</td> <td>50%</td> </tr> </table> <p data-bbox="488 779 1479 848" style="text-align: center;"><i>Students may choose to present a written assignment related to the in-situ visits to museums and/or archaeological/historical sites [it corresponds to 30% of the on-going evaluation].</i></p>	Examinations	50%	On-going evaluation	50%
Examinations	50%				
On-going evaluation	50%				
Language	English				