

## Sustainable Development Management (60h – 9CFU)

Prof. Giorgia Masili

[giorgia.masili@uniroma3.it](mailto:giorgia.masili@uniroma3.it)

### Course learning objectives and skill acquisition

The Sustainable Development Management course aims to illustrate and transmit to students theoretical and practical knowledge, fundamental concepts, and analytical tools for understanding the structure and composition of Cultural Heritage (tangible and intangible) and the role it plays in the territory.

Particular attention will be paid to tangible cultural heritage and the business models for its management, aimed at promoting its sustainability, protection, and enhancement (also) through technological solutions, as well as exploiting its availability to foster the well-being of individuals. More specifically, the notions on the sustainable management of cultural heritage will focus on preserving its value so that it can be made available to future generations to foster the subjective well-being and resilience of those with access to it, especially younger generations.

By the end of the course, the students will have acquired notions that will give them a clearer picture of the composition of cultural heritage and the actions implemented by the ecosystem's actors with a view to its sustainability, protection, and promotion. They will be able to look at these actions critically, evaluating their impact on the population's well-being.

### Assessment

For attending students, there will be a written test at the end of the course consisting of open-ended questions on the topics covered during the lectures. They will work on individual and/or group assignments whose evaluation will be added to the written test grade - considering only the tests with positive evaluations (18/30). Individual assignments/group work evaluations will be valid for the entire academic year. Further details will be provided at the beginning of the course.

For non-attending students, there will be a written examination on the topics covered in the lectures.

### Course general schedule

- 1) The cultural and creative industry: an overview
  - Numbers and Composition
  - Resilience and Innovation
- 2) Cultural Heritage (CH): Definition and structure

- CH, demand assessment and territorial offering system
  - Governance and actors involved in CH management
  - CH as a network system
  - Business Models for CH and Strategic Management
  - CH economics and competitive aspects
  - Policies to foster CH's competitive impact
- 3) Culture Heritage and Sustainable Development
- Sustainability and culture
  - Thematic Indicators for Culture in the 2030 Agenda
  - Sustainable Business Models for CH
  - The impacts of Covid - 19 on culture
  - Tangible CH as a driver for inclusion, health, and well-being
  - Subjective well-being: definition
  - Well-being key dimensions and indicators
  - The Role of CH on subjective well-being
- 4) Technology and Cultural Heritage
- The Role of Technology for CH Sustainability and Resilience
  - Culture and Young Generation in the Digital Era
  - Technology and cultural experiences: impact on subjective well-being

### Teaching material

Slides, reports, and other study materials will be supplied on the Moodle and Teams platforms. Further instructions will be provided during the course.