



**chic**

*cultural heritage international curriculum*

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**LEARNING  
OUTCOMES**

**THE STUDENT SHOULD, AFTER COMPLETING THE COURSE, BE  
ABLE TO:**

- Understands and perceive apply the key concepts and theoretical frameworks of cultural and creative industries
- Has knowledge of the roles and activities in creative industries such as cultural entrepreneurs, distributors, critics, and audiences and how they interrelate
- Applies concepts and frameworks of CCI to heritage and sustainable urban development.

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**TEACHER-LED  
LEARNING**

1. Explaining Creative and cultural industries
2. Economic aspects of cultural heritage
3. Toward new development perspectives of cultural heritage in creative economy
4. Valuating cultural heritage and preservation thought UNESCO network of Creative Cities

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**ON-LINE  
LEARNING**

**VIDEO 1**

Economic impacts of cultural heritage – Research and perspectives

**VIDEO 2**

Cultural policy: A complex marriage of business, politics and culture

**VIDEO 3**

Design Research and Cultural Heritage: Activating the Value of Cultural Assets

**VIDEO 4**

Good practices from UNESCO Creative Cities Network ( literature and music)

**VIDEO 5**

Good practices from UNESCO Creative Cities Network (film and gastronomy)

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**References**

**MAIN REFERENCES:**

- Throsby, D. (2001). Economics and culture. Cambridge university press.
- Unesco. "Culture: Urban Future–Global Report on Culture for Sustainable Urban Development." (2016).

#### SUPPLEMENTARY LITERATURE:

- Rypkema, D., & Mikic, H. (2016). Cultural heritage & creative industries. Guidelines for sustainable heritage management.

#### RECOMENDED:

- Rypkema, D. D. (2008). Heritage conservation and the local economy. *Global Urban Development Magazine*, 4(1).
- Bowitz, E., & Ibenholt, K. (2009). Economic impacts of cultural heritage— Research and perspectives. *Journal of cultural heritage*, 10(1), 1-8.
- Matovic, M., Madariaga, A. & San Salvador del Valle, R. (2018). *Creative Cities: Mapping creativity driven cities. 12 good practices from UNESCO Creative Cities Network*. Bilbao: Cities Lab Katedra, University of Deusto.