

# HERIT MOOC: HERITAGE EFFICIENT MANAGEMENT THROUGH RELEVANT IT USE

## DESCRIPTION

This MOOC focuses on equipping private owners of historic houses with adequate skills and knowledge to maintain their historic buildings (in terms of business development, digital competences, etc.), and to improve their expertise in the use of digital tools.

## TARGET AUDIENCE

This course is for anyone interested in the heritage of historic houses but will be of special interest to professionals from the public or private sector, owners or managers of historic houses who wish to drive an innovative change for improvement in their company:

- Managers of privately owned historic houses who want to discover and learn new techniques to manage, promote and market their wealth effectively.
- New private heritage owners who want to start managing and promoting their heritage.
- Managers who do not know how to promote their heritage digitally.
- Managers who have a lack of knowledge in digital tools.

## OBJECTIVES

- Identify intrinsic values of historic houses as cultural heritage and tourist resource.
- Discover the potential of new promotion and management tools.
- Evaluate work in the management and promotion of a historic house.
- Analyse the potential of historic houses as an active tourist resource.
- Understand cultural and tourist management.
- Apply digital innovation tools to manage and promote its heritage.
- Design a management plan for a heritage project: diagnose, define, plan, budget, manage and evaluate.

## PREREQUISITE KNOWLEDGE

- Have interest in the subject or intention to implement it in the short run.
- Have a basic understanding of how to manage digital tools.

## ESTIMATED EFFORT

- The course has 4 modules (4 weeks) whose weekly dedication will be 3-5 hours.

## EVALUATION CRITERIA AND END OF COURSE CONDITIONS

- A certificate of successful completion of the course will be awarded if the student completes all the compulsory content and passes all the assessment tests.
- Each module has an evaluation test consisting of 30 questions. To pass each test, at least 50% of the questions must be answered correctly. Each test has 2 attempts.

## CONTENTS AND STRUCTURE

- **Module A. Private historic heritage management: How to be innovative?**

A1. What is “heritage” for a private owner?

A2. What are the new models for managing a private historic heritage site?

A3. How to create activities related to your private historic heritage site?

- **Module B. Commercial and financial management.**

B1. Promoting historic houses: What, how, and to whom? Diversifying funding.

B2. Tourism resources, attractions and markets : concept and product positioning.

B3. Differentiation by customer and product type.

- **Module C. Digital skills beyond the management of historic houses.**

C1. Introduction to innovative digital tools for cultural heritage.

C2. Which innovative digital tools can be used for our heritage site?

C3. Understanding innovative digital tools.

- **Module D. Digital marketing and communication strategies.**

D1. Digital marketing plan.

D2. Website and social network.

D3. How to develop innovative content.

## ORGANISATION AND FINANCING

This MOOC has been organised and developed by:

- European Historic Houses: <https://www.europeanhistorichouses.eu/>
- Invasioni Digitali: <https://www.invasionidigitali.it/>
- Universidade da Coruña: <https://www.udc.es/>



The following entities have collaborated in the design and translation of the contents:

- European Landowners' Organization: <https://www.europeanlandowners.org/>
- On Projects Advising SL: <https://www.onprojects.es/>
- Asociace majitelů hradů a zámků, z.s.: <https://www.amhz.cz/>
- Université Paul-Valéry Montpellier: <https://www.univ-montp3.fr/>



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