



COURSE DETAILS

III

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DEGREE PROGRAMME: HOSPITALITY MANAGEMENT

ACADEMIC YEAR: 2021-2022

GENERAL INFORMATION – TEACHER REFERENCES

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE (IF APPLICABLE):

MODULE (IF APPLICABLE):

CHANNEL (IF APPLICABLE):

YEAR OF THE DEGREE PROGRAMME (I, II, III): II

SEMESTER (I, II): I

CFU: 6

REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE "ORDINAMENTO")

None

LEARNING GOALS

To provide advanced knowledge and tools that will enable students to design and plan itineraries for cultural tourism routes in their own territory. To develop written and oral communication skills in the field of cultural heritage.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The students will acquire knowledge and comprehension skills in the field of cultural heritage with particular attention to innovative ways for the valorization and fruition of the historical, artistic and architectural heritage of their territory.

Applying knowledge and understanding

Students will be able to apply their knowledge and understanding through the conception and design of itineraries for the valorization and fruition of cultural heritage at a professional level.

COURSE CONTENT/SYLLABUS

Storytelling in the communication of cultural heritage
Memory and identity through cultural heritage
Conception and design of a tourist-cultural itinerary on Frederick II in Naples

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
- Course slides and handouts, extracts from articles and books, available in the lecture team

TEACHING METHODS

- Lectures
- Didactic workshops
- Site inspections

EXAMINATION/EVALUATION CRITERIA

a) Exam type:

Exam type	
written and oral	
only written	
only oral	
project discussion	X
other	

In case of a written exam, questions refer to: (*)	Multiple choice answers	
	Open answers	
	Numerical exercises	

(*) multiple options are possible

b) Evaluation pattern:

The student should be able to

- recognize the distinctive features of cultural heritage, identifying potentialities and criticalities of the sites examined during the course
- identify analytical tools to develop innovative ways in the fruition of cultural heritage
- develop communication strategies suitable for a non-specialistic audience