

MASSIVE ONLINE OPEN COURSE



# Heritage interpretation: a view from Europe

## Online Training on Heritage Interpretation: **a view from Europe**

Although Heritage Interpretation has been around for more than a century, it is still an emerging subject in higher education in Europe. This discipline, which is currently supported by a solid theoretical corpus at international level and has widely demonstrated its enormous contribution to heritage conservation, hasn't yet been included in formal university education in Europe, with very few exceptions.

The Erasmus+ TEHIC project, *Towards a European Heritage Interpretation Curriculum*, has designed a programme on heritage interpretation in the European higher education framework, which will contribute to the specialisation of professionals and their recognition.

In order to provide a context for the project, a Handbook of best practices in heritage interpretation has been published, which also proposes a methodology for creating quality interpretive activities and new lines of research in this field. An online course based on this curriculum has also been developed.

Therefore, the course we are presenting is aimed at raising awareness of a selection of the heritage interpretation contents from the curriculum developed for TEHIC project, and to evaluate this work in a participatory way.



March 3 – 10

## Module 0. **TEHIC Project.**

It contains an overview of the full course content: objectives, and a summary of the different modules of the curriculum. The idea is to present the full information, as we are only going to develop a selected content for the MOOC.

March 10 – 17

## Module 1. **Heritage and Interpretation: Sustainable Futures.**

The overarching aim of this course is to equip students with a holistic understanding of Heritage Interpretation (HI) – encompassing the ways in which heritage sites, objects, and cultures are interpreted, presented, managed, and evaluated. Progressing from foundational knowledge to advanced critical analysis and practical application. These units are designed to:

- 1) Establish a foundation by familiarizing students with the key concepts, methodologies, and practices essential to the field of Heritage Interpretation.
- 2) Understand the legal and policy frameworks that shape the heritage sector and interpretation strategies.
- 3) Encourage a deep, critical examination of Heritage Interpretation narratives.
- 4) Integrate the principles of sustainability with Heritage Interpretation.

Unit 1.1 Heritage and interpretation: sustainable futures.

Unit 1.2 Rethinking Heritage Narratives I: Understanding a Critical Approach. Explain key theories and concepts of critical heritage studies.

Unit 1.3 Rethinking Heritage Narratives I: Understanding a Critical Approach. Discuss the role of power, politics, and ideology in shaping heritage narrative.

Unit 1.4 Unlocking the Past: Introduction to Heritage Interpretation. Demonstrate an understanding of the historical context and influence of HI.

March 17 – 24

## Module 2. **The interpretive communication.**

The overarching aim is to position heritage interpretation as a pivotal mechanism for the eco-social development of cultural landscapes, by providing participants with the essential skills needed for utilizing interpretive communication effectively. Through this, participants will learn to generate meaningful connections between multiple stakeholders and the heritage resources, enhancing the overall experience and promoting sustainable engagement with heritage.

Unit 2.1 The interpretive communication (general overview of the module).

Unit 2.2 The intangible features and universal concepts in specific heritage items.

Unit 2.3 The TORE principles.

Unit 2.4 The interpretative script.



March 24 – 31

## Module 3. **Personal & Non –personal Interpretive Means.**

The aim is to equip students with comprehensive knowledge and practical skills in utilising personal and non-personal interpretive means for effective engagement and learning experiences, while fostering audience development and accessibility, within diverse heritage settings.

- Unit 3.1 Personal & Non-personal Interpretive Means (general overview of the module).
- Unit 3.2 Engaging with People, Objects and Environments: Understand how objects function as educational tools within heritage contexts.
- Unit 3.3 Implementing Educational Projects: Design and facilitate workshops that engage and educate diverse audiences.

March 31 – 7 April

## Module 4. **Digital resources and Heritage Interpretation.**

This course aims to delve into the digital landscape of Heritage Interpretation (HI), providing a thorough exploration of digital HI possibilities, principles based on best practices, and hands-on project development with peer feedback. Progressing from foundational knowledge to advanced practical application and evaluation, the course is carefully structured through three interrelated modules. These modules are designed to:

- 1) Introduce students to the possibilities and critical evaluation of digital HI.
- 2) Detail the important principles for digital HI grounded in best practices.
- 3) Guide students through the development of their own digital heritage interpretation projects, incorporating constructive peer feedback for refinement.

- Unit 4.1 Digital resources and Heritage Interpretation (general overview of the module).
- Unit 4.2 Design a digital interpretive tour using interpretive planning.
- Unit 4.3 Implement the digital project using a digital toolkit in a real-world setting.

April 7 – 11

Final questionnaire and evaluation.



## Online Training on Heritage Interpretation: a view from Europe

**Coordination:** Isabel Luque Ceballos, M.ª Victoria Madrid Díaz, David Parrilla Casado, Julio Rodríguez Bisquert, IAPH.

**Format:** online. Moodle platform.

**Dates:** 3<sup>rd</sup> March to 11<sup>th</sup> April, 2025.

**Num of hours:** 20 hours.

**Language:** English.

**Vacancies:** 60.

This is a suggested schedule. Students can complete the course at their own pace, as all materials will be available from the start date.

**Free enrolment:** Programme funded by the European Union.

**Target audience:** heritage interpreters, university students and general public interested in the topic.

**Certificate:** the TEHIC consortium through the lead partner, the University of Gothenburg, will certify, where appropriate, the attendance and learning achievements of the students on the course. The completion of the questionnaires is considered essential to obtain this certification.

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**Enrolment dates and Further information:** [david.parrilla.c@juntadeandalucia.es](mailto:david.parrilla.c@juntadeandalucia.es)

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