



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Cultural Sciences

1KU050 Kulturmiljö inom den kulturella ekonomin, 7,5
högskolepoäng

Cultural heritage in the cultural economy, 7.5 credits

Subject Group
Cultural Studies

Level of classification
First Level

Progression
GIN

Date of Ratification
Approved by the Board of the School of Cultural Sciences 2009-06-11
Revised 2010-10-07. English translation added.

The course syllabus is valid from spring semester 2011

Prerequisites
General entry requirements.

Expected learning outcomes

On completion of the course, students should be able to:

- account for, and access, basic scientific knowledge of cultural economy
- carry out independent and critical analyses, and assessments, of cultural environment and cultural heritage within the cultural economy
- independently identify, formulate and solve scientific problems concerning cultural environment and cultural heritage within the cultural economy

Content

The course deals with the roles of cultural environment and its line of business within the cultural economy. The course begins with an introduction to cultural economy and the creative industry, and how the two influence, and probably will influence, society, culture and working life in the years to come. It is important to understand the role of culture as an important factor for regional development as well as national and international. Cultural economy, as a perspective, involves an analysis of current processes that lead to culture becoming more and more loaded with economic value and the economy obtaining a greater influence over culture, while at the same time commercial products become more and more loaded with cultural value. It is, therefore, important to critically analyze these processes, and the risks involved in a situation where culture and economy are becoming more and more intertwined. A cultural environment in South East Sweden

will act as a case study and target for a study tour, as well as detailed studies in a number of problem oriented workshops.

Type of Instruction

Teaching is in the form of study tours as well as lectures and workshops. All workshops are mandatory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to pass the course, students need to meet the expected learning outcomes. Examination occurs through a project and written home assignments.

A resit is offered within six weeks (within the framework of regular terms) and the number of resits is limited to five (in accordance with the Higher Education Ordinance 6 chap. 21§).

Course Evaluation

At the end of the course, a written course evaluation is performed and compiled into a report. The evaluation report is available to students and is filed and stored according to departmental regulations.

Required Reading and Additional Study Material

Required reading

Aronsson, Lars, Jonas Bjälesjö & Susanne Johansson ed. (2007). *Kulturell ekonomi: skapandet av värden, platser och identiteter i upplevelsesamhället*. Lund: Studentlitteratur. 300 p.

Du Gay, Paul & Michael Pryke (2002). *Cultural economy: cultural analysis and commercial life*. London: Sage. 250 p.

Florida, Richard (2006). *Den kreativa klassens framväxt*. Stockholm: Daidalos. Alt. English original *The rise of the creative class: and how it's transforming work, leisure, community and everyday life*. New York: Basic Books 2002. Selection, approx. 200 p.

Holtorf, Cornelius (2006). "Experiencing Archaeology in the Dream Society." In: I. Russell (ed) *Images, Representations and Heritage. Moving beyond Modern Approaches to Archaeology*, p. 161-175. New York: Springer.

Pine, Joseph & James Gilmore (1999). *The Experience Economy: work is theatre & every business a stage*. Boston, MA: Harvard Business School. 270 p.

Strömberg, Per (2007). *Upplevelseindustrins turistmiljöer : visuella berättarstrategier i svenska turistanläggningar 1985-2005*. Uppsala: Konstvetenskapliga institutionen, Uppsala universitet. 362 s.

Reference literature

Adorno, Theodor (1991). *The Culture Industry*. London: Routledge. 200 p.

Amin, Ash & Thrift, Nigel ed. (2004). *The Blackwell Cultural Economy Reader*. Oxford: Blackwell Publishing. 400 p.

Ayata, Binnaz ed. (2007). *Kulturekonomi: konsten att fånga osynliga värden* Lund: Studentlitteratur. 375 p.

Crouch, David & Lübbren, Nina ed. (2003). *Visual Culture and Tourism*. Oxford: Berg Publishing. 280 p.

Du Gay, Paul ed. (1997). *Production of Culture/Cultures of Production*. London: Sage. 350 p.

Florida, Richard (2005). *Cities and the Creative Class*. New York: Routledge. 190 p.

Jensen, Rolf (1999). *The Dream Society: how the coming shift from information to imagination will transform your business*. New York: McGraw-Hill. 250 p.

Meethan, Kevin (2001). *Tourism in global society: place, culture, consumption*. New York: Palgrave. 210 p.

Mossberg, Lena (2003). *Att skapa upplevelser –från OK till WOW!* Lund: Studentlitteratur. 200 p.

Plats, drivkraft, samhällsprocess. Vad gör kulturarvet till en resurs för hållbar regional utveckling? Report from Riksantikvarieämbetet 2003:7. Stockholm. 70 p.
Available at www.raa.se/publicerat/9172093374.pdf