

Code - Course	061106 –Tourism and Cultural Heritage		
Thematic Area	Art	Year	First
Course Type	Basic	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

An introduction to the world of cultural heritage and its relation with tourism. The subject aims at studying the close relationships between cultural heritage and tourism as well as the historical roots of this pairing and it proposes an original approach to the different types of cultural tourism which detaches itself from classical historiography.

The subject is structured in three blocks, being the first an introductory one. The second block provides analysis tools from the tourism point of view of architectural and urban heritage. Finally, the third block closes the subject by providing the necessary tools for the analysis of artistic heritage.

BASIC SKILLS

BS01 – Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS01- Sustainability. Evaluate the social and environmental impact of actions in his or her field.

CS04 Have a commitment to ethics.

CS05- Teamwork.

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

ACADEMIC CONTENTS

1. An introduction to heritage and cultural tourism.
2. Analysis tools for architectural and urban heritage.
3. Analysis tools for artistic heritage.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements to help students achieve the skills and competencies specified above.

In this case, the suggested methodology is based on different aspects ranging from the theoretical training of students performed by the teacher, to the practical training carried out by the students under the teacher's supervision. All this aims at ensuring a dynamic, easy to understand training program, available to all students.

The different aspects of this methodology are summarized below and both teachers and students have the obligation to develop them along the course:

- Lectures.
- Practical and experimental lessons.
- In-class activities.
- Outside classroom activities and projects.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	45%	40 %
Individual Written Final Exam	50%	60%
Participation	5 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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- Hernández, F. (2002). *El patrimonio cultural: la memoria recuperada*. Gijón: Trea.
- Morales, A. J. (1996). *Patrimonio histórico-artístico*. Madrid: Historia 16.
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- Coma, L. i Santacana, J. (2010). *Ciudad Educadora i Patrimonio. Cookbook of heritage*. Gijón: Trea.
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- Hernández, F.X i Rojo, M.C. (2012). *Museografía didáctica e interpretación de espacios arqueológicos*. Gijón: Trea.
- Morales J. (1998). *Guía práctica para la interpretación del patrimonio*. Sevilla: Junta de Andalucía.
- Moore, K. (1998). *La gestión del museo*. Madrid: Trea.

SYLLABUS

Tourism Degree

Santacana, J. i Llonch, N. (2012). *Manual de didáctica del objeto en el museo*. Gijón: Trea.

Santacana, J. (coord.) (2005). *Museografía didáctica*. Barcelona: Ariel.