

|                |  |                          |            |
|----------------|--|--------------------------|------------|
| Code - Course  | <b>063501 – Product Development for Heritage Tourism</b> |                          |            |
| Thematic Area  | Tourism Project management                               | Year                     | Third      |
| Course Type    | Optional (Tourism management)                            | Credits                  | 3 cr. ECTS |
| In-class Hours | 30 hours   | Hours of Individual Work | 45 hours   |

### BRIEF COURSE DESCRIPTION

---

Heritage is everyone's business and living isolated from society does not make any sense today. Therefore, the main role of cultural heritage management is its social projection, which allows for a close relation between heritage and society. Actually, society is becoming increasingly aware of the importance of the social value and use of heritage. As a matter of fact, heritage can become a tool of collective identity, an educational resource or a key element as an attraction for tourism development depending on the use it is given by the community in general, and by its managers, in particular.

This reality implies that heritage policies are not only designed to ensure a better preservation of heritage but also to add value and to use heritage for social and tourism purposes.

Among other issues, heritage can be regarded as one of the basic resources for the creation of cultural products for tourism use which, undoubtedly, contribute to enhancing the competitiveness of destinations.

The course is structured in three blocks, the first is an introductory one, the second deals with heritage management based on its organization and on the different spaces for its presentation and the last one focuses on the tourism management of heritage.

### BASIC SKILLS

---

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

### GENERAL SKILLS

---

GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained

## SPECIFIC SKILLS

---

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects

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

## ACADEMIC CONTENTS

---

1. Introduction.

1.1. Cultural and natural heritage.

1.2. Challenges for heritage management in the 21st century.

2. Cultural and natural heritage management.

2.1. Organization of cultural and natural heritage.

2.2. Heritage presentation spaces.

3. Heritage tourism management.

3.1. Key elements to develop heritage into tourism projects.

3.2. Tourism strategies for heritage use.

3.3. Commercialization and income generation of heritage sites.

3.4. Communication of cultural tourism.

## LEARNING METHODOLOGY

---

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

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons

- Guided discussion
- Practical exercises
- Readings

#### 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 determined based on the learning evidences proven through this evaluation.

| Systems of Evaluation             | Continuous | Single |
|-----------------------------------|------------|--------|
| Projects delivered by the student | 50 %       | 40 %   |
| Individual Written Final Exam     | 40 %       | 60 %   |
| Attendance and participation      | 10 %       | ---    |

#### 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

---

Ballart, J. (1997). El patrimonio histórico arqueológico: valor y uso, Barcelona: Ariel.

Crespil, M. y Planells, M. (2003). Patrimonio cultural. Madrid: Síntesis.

Hernández, F. (2002). El patrimonio cultural: la memoria recuperada. Gijón: TREA.

Morales, A. J.(1996). Patrimonio histórico-artístico. Madrid: Historia 16.

Ballart, J. y Juan, J. (2001). Gestión del patrimonio cultural. Barcelona: Ariel.

- Busquets, J. y Cortina, A. (coord.) (2009). Gestión del paisaje. Barcelona: Ariel.
- Martín, C (2009). Los centros de interpretación: urgencia o moda. *Hermes: revista de museología*, 1, 50-59.
- Martín, C (2011). Los museos, un fenómeno de cambio de milenio. *Didáctica de las Ciencias Experimentales y Sociales*. Valencia: Universitat de Valencia.
- (<http://roderic.uv.es/bitstream/handle/10550/21333/117-130.pdf?sequence=1>)
- Morales, J. (1998). Guía práctica para la interpretación del patrimonio, Sevilla: Junta de Andalucía.
- Moore, K. (1998). La gestión del museo, Madrid: Trea.
- Santacana, J. i Llonch, N. (2008). Museo local: la cenicienta de la cultura, Trea, Gijón.
- Santacana, J. (coord.) (2005). Museografía didáctica, , Barcelona: Ariel.
- Tilden, F. (2006). La interpretación de nuestro patrimonio, Pamplona: Asociación para la Interpretación del Patrimonio.
- AAVV (2001). Estudios Turísticos nº 150, Número monográfico de Turismo Cultural. Madrid: Instituto de Estudios Turísticos.
- Calle, M. de la (2002). La ciudad histórica como destino turístico. Barcelona: Ariel
- Camarero, M. C. i Garrido, M. J. (2004). Marketing del patrimonio cultural. Madrid: Pirámide.
- Cano J. M. (2005). Turismo cultural. Manual del gestor cultural del patrimonio. Córdoba: Almuzara.
- Colbert F., i Cuadrado M. (2003). Marketing de las Artes y la Cultura. Barcelona: Ariel.
- Fernández, M. i Osácar, E. (coords.) (2009). El turismo cultural en el entorno del patrimonio. *HER&MUS. Heritage and Museography*, 2.
- Font, J. (coord.) (2004). Casos de turismo cultural. De la planificación estratégica a la gestión del producto. Barcelona: Ariel.
- Imbert-Bouchard, D., Llonch, N., Martín, C. i Osácar, E. (2013). Turismo cultural y apps. Un breve panorama de la situación actual. *HER&MUS. Heritage and Museography*, 13(2), 44-54.
- Kotler, N. i Kotler P. (2001). Estrategias y marketing de museos. Barcelona: Ariel.
- Martín, C. i Osácar, E. (2014). Claves para desarrollar el patrimonio defensivo en proyectos turísticos, actas de las I Jornadas de patrimonio defensivo de época moderna. Madrid: Ministerio de Defensa.