

Code - Course	064522 – Mediation of Cultural Heritage and Tourism		
Thematic Area	Tourist project management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

While it is true that heritage belongs to the community, it is no less true that heritage should be understood by everyone.

Cultural heritage has long ceased to be of exclusive use and enjoyment for a few privileged ones and has become a mass-consumption good. However, this change makes the right interpretation and decoding of heritage- so rich in meanings and values- imperative so that visitors can fully enjoy it.

Therefore the mediation process between cultural heritage and potential tourists and visitors becomes critical for the creation of quality cultural tourism products.

In this course students will be able to analyze the main resources and heritage mediation techniques used today in the different heritage spaces (museums, outdoor heritage sites, big cities, etc.) including human mediation, museum mediation or mediation through the new technologies.

GENERAL SKILLS

GS05- Teamwork.

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

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

SPECIFIC SKILLS

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

SS11- Manage tourist accessibility and mobility.

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

ACADEMIC CONTENTS

1. The concept of cultural tourism mediation.
 - 1.1. What and what for?
 - 1.2. Interpretation: basic principles.
 - 1.3. Non-formal education: Learning outside the classroom.

2. Mediation factors.
 - 2.1. According to the presentation spaces: museums, monumental sites and cities.
 - 2.2. According to the audience: age groups and collectivities.
 - 2.3. According to the different learning typologies.

3. Mediation instruments.
 - 3.1. Human mediation.
 - 3.2. Museum project elements.
 - 3.3. Digital tools.
 - 3.4. Other resources.

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
- 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	60 %	50 %
Individual Written Final Exam	40 %	50 %

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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