

1. BASIC INFORMATION

Course	Cultural heritage management
Degree program	Tourism & Leisure Management
School	Social Sciences
Year	First
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	On-site class
Semester	Second
Academic year	2023/24
Coordinating Professor	Issa Torres Martínez

2. PRESENTATION

Tourism is one of the world's largest industries and a growing and powerful sector, not only in economic spheres. Culture and cultural heritage are in the roots of all societies and are impacted by tourism, both positive and negatively. This course aims to explore the basic conceptual notions of cultural heritage, as well as its importance as demand drivers for tourism purposes and therefore the need for managing cultural tourism.

Specifically, the course will address issues of authenticity, commodification, conflicts and uses of heritage for tourism and it will analyse its importance from an economic, political and social perspective. It will also introduce students to key cultural tourism products and experiences, such as industrial heritage tourism, literary tourism, indigenous tourism, festivals and events tourism, etc.; and the associated management implications of their development.

Heritage conservation and tools for enhancing and managing heritage assets, both tangible and intangible, in an adequate and sustainable manner will also be explored. In particular, students will analyse links with UNESCO World Heritage Sites, European and other international programmes for cultural protection and enhancement.

These issues will be explored through the use of reading and audio-visual materials, case studies, field visits and practical exercises taken from an international dimension. Students will be encouraged to take a pro-active learning approach by further researching issues, actively engaging in class discussions, conducting individual and team work, and presenting results.

3. COMPETENCIES AND LEARNING OUTCOMES

Core Competencies:

- CB3: Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.
- CB4: Students are able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
- CB5: Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT04: Written communication / Oral communication: The ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, oral communication being through words and gestures and written communication being through writing and/or graphic aids.
- CT05 - Analysis and problem solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognise patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.
- CT07 - Leadership: Being able to orient, motivate and guide other people, recognising their abilities and skills to effectively manage their development and common interests.

Specific Competencies:

- CS4: Ability to analyse, qualitatively, the positive and negative impacts of tourism and leisure activities on the territory.

- CS11: Ability to understand the legal framework regulating tourism and leisure activities.
- CS14: Ability to evaluate the tourism potential of a territory.
- CS17: Ability to draw up a management plan for the cultural and natural heritage of a tourist and/or leisure destination in accordance with the principles of accessibility and sustainability.

Learning Outcomes

- RA1: Use appropriately the basic concepts of cultural heritage, its legislation and typologies.
- RA2: Understand the value of cultural heritage in tourism activity.
- RA3: Have a general knowledge of cultural heritage management.
- RA4: Understand the principles and socio-cultural dimensions of tourism and its dynamic nature in today's society.
- RA5: Identify potential tourism products from the exploitation of cultural resources.
- RA6: Analyse the main initiatives for the enhancement and management of cultural and natural heritage.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB3, CT4, CE11,	RA1: Use appropriately the basic concepts of cultural heritage, its legislation and typologies.
CB3, CB4, CB5, CE11,	RA2: Understand the value of cultural heritage in tourism activity.
CB3, CT4, CE4,	RA3: Have a general knowledge of cultural heritage management.
CB4, CT4, CE4,	RA4: Understand the principles and socio-cultural dimensions of tourism and its dynamic nature in today's society.
CB5, CT5, CT7, CE14	RA5: Identify potential tourism products from the exploitation of cultural resources.
CB3, CB5, CT4, CT7, CE17	RA6: Analyse the main initiatives for the enhancement and management of cultural and natural heritage.

4. CONTENT

These will be the contents of the course:

Topic 1: Cultural heritage

- Introduction to cultural heritage: Concept of Culture
- Arts history contribution to cultural heritage
- Typologies of heritage: Cultural, natural and intangible heritage
- Cultural sustainability, conservation and the role of communities in cultural tourism

Topic 2: Conserving cultural heritage

- Conserving cultural heritage
- Institutions for safeguarding historical heritage: UNESCO, ICOMOS...
- Legislation related to cultural heritage: international Conventions and SDGs
- UNESCO World Heritage Sites, heritage values and conservation plans
- Heritage politics
- Heritage and tourism policies: European Union and international programmes

Topic 3: Managing cultural heritage tourism

- Linking cultural heritage management and tourism management
- Cultural tourism products: Authenticity and Commodification
- Visitor attractions
- Intangible heritage and tourism typologies (e.g. Festivals and music, Literary tourism, Religious, spiritual and sacred sites...)
- Enhancing cultural heritage: roles of museums
- Heritage interpretation
- Transnational approaches to heritage tourism: Cultural routes and trails
- Tourist typologies, motivations and behaviour: The cultural tourism market
- Visitor management: Overtourism and Undertourism (impact of COVID-19)

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures
- Practical exercises
- Seminars
- Independent study
- Advisory sessions

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
AF1: Lectures	30 h
AF2: Practical exercises	53 h
AF3: Seminars	24 h
AF4: Independent study	35 h
AF5: Advisory sessions	10 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Individual essay	30%
Group presentation	30%
Final test	30%
Active participation and class exercises	10%
TOTAL	100%

When you access the course on the *Canvas*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary Call

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

Grade related to class attendance and participation will not be solely achieved by attending class regularly, but by also actively participating in group discussions, pre-reading materials requested and taking a pro-active approach to staying informed about the topic of the course (e.g. searching relevant news to share and discuss with classmates).

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of

the Bachelor of Leisure and Tourism Management degree programme, in accordance with the provisions of the Degree Programme Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programmes are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Examination

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Bachelor of Leisure and Tourism Management degree programme, in accordance with the provisions of the Degree Programme Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programmes are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

In this exam period, those activities that involve group work, active participation in class or in the forum cannot be recovered. Therefore, the following evaluation will be applied:

Assessment system	Weight
Individual essay	40%
Final test	60%
TOTAL	100%

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
To prepare an individual essay on a heritage tourism topic	April 2024
To make a group presentation of a given cultural tourism topic	May 2024
To successfully complete final test	June 2024
To participate regularly and actively in classroom discussions, group presentations and exercises	Permanently

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The majority of readings will be in the form of books, published conference papers, and case study materials. The following list presents essential reading related to topics covered, as well as recommended relevant textbooks and articles.

Essential reading:

Dodds, R.; Butler, R. (Eds.) (2019) *Overtourism. Issues, realities and solutions*. De Gruyter. ISBN: 978-3110607369

Du Cros, H. and McKercher, B. (2015) *Cultural tourism*. Routledge. ISBN: 978-0415833974

Labadi, S., Giliberto, F., Rosetti, I., Shetabi, L., Yildirim, E. (2021). *Heritage and the Sustainable Development Goals: Policy Guidance for Heritage and Development Actors*. Paris: ICOMOS.

Richards, G. (2021) *Rethinking Cultural Tourism*. Edward Elgar Publishing Limited. ISBN 978 1 78990 544 1

Timothy, D. (2011) *Cultural Heritage and Tourism: An Introduction*. Channel View Publications. ISBN: 978-1845411763

Ward-Perkins, D.; Beckmann, C.; Ellis, J. (2019) *Tourism Routes and Trails: Theory and Practice*, CABI. ISBN: 978-1786394774

Recommended reading:

Bourdeau, L., Gravari-Barbas, M. and Robinson, M. (eds.) *World Heritage, Tourism and Identity*, Routledge. ISBN: 978-1138546561.

Griffin, K.; Raj, R. and Morpeth, N. (2013) *Cultural tourism*. CABI. ISBN: 978-1845939236

Hoppen, A, Brown, L and Fyall, A (2014) "Literary Tourism: Opportunities and Challenges for the Marketing and Branding of Destinations?" *Journal of Destination Marketing & Management* 3(1), pp.37-47

ICOMOS (1999). *International Cultural Tourism Charter*. ICOMOS Scientific Committee on Cultural Tourism. Available at: <https://www.icomos.org/en/about-icomos/image-menu-about-icomos/179-articles-en-francais/ressources/charters-and-standards/162-international-cultural-tourism-charter>

Jimura, T. (2011) "The impact of world heritage site designation on local communities – A case study of Ogimachi, Shirakawa- mura, Japan", *Tourism Management*, 32(2), 288-296

Milano, C.; Cheer, J.; Novelli, M. (2019) *Overtourism: Excesses, Discontents and Measures in Travel and Tourism*. CABI. ISBN: 978-1786399823

Tilden, F. (1977). *Interpreting Our Heritage*, University of North Carolina Press, Chapel Hill. ISBN: 978-0807858677

Websites:

UNESCO WHS: <http://whc.unesco.org/>

ICOMOS: <http://www.icomos.org/en/>

Useful Journals:

Annals of Tourism Research

Current Issues in Tourism

Journal of Sustainable Tourism

Journal of Tourism History

Tourism Geographies
Tourism Management

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidaduev@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.