

## 1. OVERVIEW

Course	Cultural Heritage
Degree	Bachelor's Degree in International Tourism and Leisure Companies Management
School / Faculty	Social Sciences
Year	2º
ECTS	6
Type	Compulsory
Language(s)	English
Study mode	Blended learning
Semester	First semester

## 2. PRESENTATION

This subject covers the teaching and learning of the different types of cultural artifacts, their significance in relation to artistic and cultural heritage, and their relationship with tourism. The contents of this course introduce the students to the knowledge of the tourist management of cultural heritage, including the processes of its investigation, protection, conservation and diffusion; the study of these mechanisms is fundamental for the correct transfer of cultural goods to the tourist activities, their consumption by tourists and their conservation, within the so-called cultural tourism. The objective of the course is summarized in the following points:

The aim is to become familiar with the terminology specific to the discipline and to understand the need to incorporate knowledge from other specific fields of study such as History, History of Art, Archaeology, Anthropology, Museology or the Management of Cultural Heritage and Culture, among others.

Skills will be developed for the diagnosis and evaluation of key factors for the insertion of cultural heritage and culture in tourism activity and the sustainable management of this type of resources.

A series of concepts necessary for students to understand the role of cultural heritage and culture in the tourism system will be transmitted, as well as the bases for the creation of cultural tourism products.

Attention will be paid to the impact of tourism on cultural heritage. Models of cultural heritage and culture management will also be studied and analysed.

### 3. SKILLS AND LEARNING OUTCOMES

#### **Key skills (CB, by their acronym in Spanish):**

CB 1: CB1 - Students demonstrate their ability to possess and understand knowledge in an area of study that starts in general secondary education, and supported by advanced textbooks, also includes some aspects that implies that their knowledge has come from their field of study.

CB 2: Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through learning how to elaborate and defend their arguments and resolve problems within their area of study.

CB 3: Students possess the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical.

CB 4: Students can transmit information, ideas, problems, and solutions to an expert and nonexpert audience.

CB 5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

#### **CROSS-CURRICULAR SKILLS (CT, by their acronym in Spanish):**

CT11 - Time planning and management: Ability to establish objectives and choose the right means to achieve these objectives using time and resources in an effective way.

CT17 - Teamwork: Ability to actively integrate and collaborate with other people, areas and/or organizations to achieve common goals.

CT01 - Self-directed learning: Ability to choose the most effective tools and strategies for learning and putting into practice independently what you have learned.

CT06 - Oral communication/written communication: ability to transmit, receive and understand data, ideas, opinions and attitudes, whether they are communicated orally through words and gestures or through writing and/or graphic support.

#### **SPECIFIC SKILLS (CE, by their acronym in Spanish):**

CE 6. Ability to use and interpret IT tools that are specific to the tourism sector and are necessary for effective and efficient management of a business.

CE 8. Ability to master English at a professional level and have advanced knowledge of a second and third language.

CE 9. Ability to internalise the attitude of customer service and general service as essential for the professional performance of activities in tourism and leisure.

CE 10. Ability to understand the dynamic and evolving nature of tourism and leisure.

#### **Learning outcomes (RA, by their acronym in Spanish):**

RA 1. To understand the specific characteristics of the tourism sector compared to other economic sectors.

RA 2. Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.

The table below shows the relationship between the skills developed in the subject and the learning outcomes that are.

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

Skills Learning outcomes (RA, by their acronym in Spanish):	
Skills	<ul style="list-style-type: none"> <li>RA 1. To understand the specific characteristics of the tourism sector compared to other economic sectors.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>RA 2. Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.</li> </ul>

## 4. CONTENT

History of art and cultural tourism

- Context: culture, cultural heritage and tourism
- Types of cultural goods: historical and artistic dimension as a tourist attraction
- Cultural tourism and cultural tourist o Cultural tourism products
- Uses and impacts of tourism on cultural heritage

## 5. TEACHING-LEARNING METHODS

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

- Problem-based learning
- Collaborative learning
- Case studies
- Project Based Learning

## 6. LEARNING ACTIVITIES

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

### Blended learning

Learning activity	Number of hours
Class attendance, participation and guided working	46.5 (on-campus)
Independent working	37.5 h
Other activities	12.5 (on-campus)
Active participation in the virtual classroom	16 h
Online tutorial	10.5 h
Participatory group activities/virtual classroom	27 h
<b>TOTAL</b>	<b>150 h</b>

## 7. ASSESSMENT

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

### Blended learning

Assessment system	Weighting
Oral presentations (3)	30%
Portfolio (different activities)	30%
Exams (2)	40%

When you access the course on the *Virtual Campus*, you'll find a description of the assessment activities you have to complete, as well as the deadline and assessment procedure for each one. All activities are presented in person.

## 8. BIBLIOGRAPHY

WTO. 2001. Cultural Heritage and Tourism Development.

Querol, M. A. 2001. Manual de Gestión del Patrimonio Cultural. Akal. Madrid

Rebollo Matías, A. 2001. Historia del Arte y Patrimonio Cultural en España. Síntesis, Madrid

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