

1. BASIC INFORMATION

Course	Cultural Heritage
Degree program	Dirección Internacional en Empresas de Turismo y Ocio
School	Social Sciences
Year	2º
ECTS	6 (150 ECTS)
Credit type	Mandatory
Language(s)	English
Delivery mode	Hybrid
Semester	First semester
Academic year	2024-2025
Coordinating professor	Elena María Pérez González, PHD

2. PRESENTATION

The subject of Cultural Heritage covers the teaching and learning of the different types of this type of cultural goods, its artistic and cultural heritage significance, and its 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 a correct transfer of cultural goods to the tourist activity, 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 the 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 and models of cultural heritage and culture management will be studied and analysed.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB 1: That students have demonstrated knowledge and understanding of an area of study that is based on general secondary education, and is often found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB 2: That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defense with arguments and problem solving within their area of study.

CB 3: That students have the ability to collect and interpret relevant data (usually within their area of study) to make judgements that include reflection on relevant social, scientific or ethical issues.

CB 4: that students can communicate information, ideas, problems and solutions to a specialized and non-specialized audience.

CB 5: Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross curricular competencies:

CT11 - Time planning and management: Ability to set goals and choose the means to achieve those goals using time and resources effectively.

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

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

CT06 - Oral communication/written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and acting, being oral through words and gestures and, in writing, through writing and/or graphic support.

Specific competencies:

CE 6. Ability to use and interpret the technical and IT tools specific to the tourism sector necessary for the 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 internalize the attitude of service and customer 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 the new leisure society.

Learning outcomes:

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

RA 2. Capacity to create value and comparative advantages from the use of the resources of the tourism sector.

The table below shows the relationship between the competences developed in the subject and the learning achievements pursued.

Competencies	Learning outcomes
All competencies	<ul style="list-style-type: none"> RA 1. Understanding of the specific characteristics of the tourism sector compared to other economics sectors.
All competencies	<ul style="list-style-type: none"> RA 2. Capacity to create value and comparative advantages from the exploitation of the resources of the tourism sector.

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 METHODOLOGIES

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

- Problem-based learning
- Cooperative learning
- Case study method
- Project based learning
- Master Class
- Simulation environment.

6. LEARNING ACTIVITIES

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

Hybrid mode:

Learning activity	Number of hours
Clase magistral	16
Autonomous working	37.5 h
Trabajo guiado	2 h
Trabajo grupal	4 h
Otras actividades	12.5 h
Asistencia y participación active en el aula	46.5 horas
Tutoría virtual	10.5 horas
Actividades participativas virtuales	21 horas
TOTAL	150 h

7. ASSESSMENT

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

Hybrid mode

Assessment system	Weight
Exam	40%
Oral presentation	20%
Practical exercises	10%
Works and reports	10%
Debates and forums on the web	20%

When you access the course on the *Campus Virtual*, 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. All activities are presented face to face.

7.1. First exam period

Assessment will be continuous and individual, so class attendance is compulsory (50% of the classes). All deliverable training activities must be delivered on time and through the established

channel, otherwise, they will not be accepted for assessment. Therefore, no delay in the deadline of deliverables will be allowed. An activity not delivered on time will be a failed activity. The written knowledge tests may contain: oral questions, multiple-choice questions, true/false questions, long and/or short answer questions and text commentaries or image analysis. To pass the subject you must:

- a) Achieve a final grade equal to or higher than 5.0 out of 10.0 in the final grade (weighted average) of the subject.
- b) Obtain an evaluation equal to or higher than 4.0 out of 10.0 in each of the knowledge tests, presentations, exercises, etc.
- c) In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

Students who do not attend the minimum number of classes required or who have not handed in and/or failed activities must take the extraordinary exam.

In the extraordinary exam the student must hand in or re-evaluate the activities not handed in and/or failed.

Students must:

- a) Achieve a final grade equal to or higher than 5.0 out of 10.0 in the final grade (weighted average) of the subject.
- b) Obtain an evaluation equal to or higher than 5.0 out of 10.0 in each of the knowledge tests, presentations and exercises.
- c) In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

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

Assessable activities	Deadline
Exam	January (week 1)

Oral presentation	October (week 1), November (week 3) December (week 2)
Works and activities	All weeks

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

Dallen, J. 2020. Cultural Heritage and Tourism: an introduction. Channel View publications

OMT. 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

V.V.A.A. 2020. *Interpretation of European Cultural Heritage in Tourism*. University of Economics and Business. Recuperado de: <file:///C:/Users/22046/AppData/Local/Temp/MIECAT-Interpretation-Free-download.pdf>

Scientific articles and other materials related to the subject will be shared in the virtual classroom.

10. DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at: orientacioneducativa@universidadeuropea.es

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.