

Cultural Heritage

Academic Year: (2019 / 2020)

Review date: 30-04-2020

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: CASTRO MORALES, FEDERICO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

The student will learn the basic technical principles on cultural heritage to develop tourism management and complete their cultural knowledge.

At the end of the course, students will be able to develop the following specific skills:

- Documented on cultural heritage
- Recognize cultural heritage elements which can develop tourist activities
- Management studies on cultural heritage in the tourism sector
- To recognize the destabilizing elements of cultural heritage
- Analyze the impacts generated by tourism on cultural heritage
- Understand the characteristics of the management of cultural heritage
- Recognize the general principles of sustainable tourism
- Understand the principles of tourism, including its cultural dimension
- Propose criteria for sustainable tourism in cultural heritage

With regard to the general abilities or skills, the student will be able to:

- The ability to search, communicate and discriminate what information is relevant to a particular decision
- The ability of concern for sustainability in all fields
- The ability to apply multidisciplinary knowledge to solving a particular problem

The student must have the following attitudes at the end of the course:

- An attitude of study and analysis to the heritage
- A Respectful attitude towards cultural heritage
- A Critical attitude towards tourist activities in equity

DESCRIPTION OF CONTENTS: PROGRAMME

SUBJECT 1. CONCEPT OF CULTURAL HERITAGE: REVISIONS AND EXTENSIONS

SUBJECT 2. GENESIS AND CONFIGURATION OF THE HERITAGE

SUBJECT 3. TYPOLOGIES AND LEVELS OF PROTECTION OF CULTURAL HERITAGE

SUBJECT 4. INVESTIGATION AND DOCUMENTATION

SUBJECT 5. SPECIAL HERITAGES

SUBJECT 6. MAIN CONTAINERS OF MOVABLE PROPERTY: MUSEUMS, ARCHIVES AND LIBRARIES

SUBJECT 7. PROTECTION AND CONSERVATION OF THE HERITAGE

SUBJECT 8. COMMUNICATION AND PROMOTION OF THE CULTURAL HERITAGE

SUBJECT 9. CURRENT NEWS

LEARNING ACTIVITIES AND METHODOLOGY

The teaching methodology will include:

master-classes, in which the knowledge that students should acquire will arise.

Study of cases that relate the link between cultural heritage and tourism for better understanding of the respect that should be the cultural heritage from tourism management.

-Practices which carry out activities that link tourism activities and cultural heritage

Visits to cultural property.

-Seeing of documentaries and films related to the agenda of the subject.

ASSESSMENT SYSTEM

Evaluation (continuous) will be based on the following criteria:

1. Participation in class: 10%. interventions that connect with the ideas in class.
2. Work in practical sessions and visits to monuments: 40%
3. Final exam: 50%. In which the knowledge acquired during the course the student will be assessed.

To pass the subject, it is necessary to approve both parts with a 5.

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

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- Campillo Alhama, C., & Martínez Sala, A. M. La estrategia de marketing turístico de los Sitios Patrimonio Mundial a través de los eventos 2.0., Universidad de Alicante, 2019
- Cano de Mauvesín Fabaré, J. M. C. Turismo cultural: manual del gestor de patrimonio., Almuzara, 2005
- García Hernández, M. Turismo y conjunto monumentales: capacidad de acogida turística y gestión de flujo de visitantes, Tirant lo Blanch, 2003
- García Hernández, M. G. Capacidad de acogida turística y gestión de flujos de visitantes en conjuntos monumentales: el caso de La Alhambra. en PH n.36 dossier 11: Turismo en ciudades históricas., Instituto Andaluz de Patrimonio Histórico de Andalucía, 2001
- González, M. V. Gestión turística del patrimonio cultural: enfoques para un desarrollo sostenible del turismo cultural en Cuadernos de turismo, (23), 237-254., Universidad de Murcia, 2009
- Lord, B., Lord, G. D., & Fullola Pericot, J. M. Manual de gestión de museos, Ariel, 2018
- Lorenzo Aspres, A. Monumentos convertidos en hoteles: el sacrificio de la memoria arquitectónica. El caso de Santo Estevo de Ribas de Silen Pasos: Revista de Turismo y Patrimonio Cultural, 15(3), Universidad de La Laguna, 2017
- Medina, A. M. El turismo patrimonial en la inducción del desarrollo territorial, en VII Seminario Internacional de Investigación en Urbanismo, Barcelona-Montevideo, junio 2015. , Universitat Politècnica de Catalunya: Departament d'Urbanisme i Ordenació del Territori, 2015
- Querol, M. Á. Manual de gestión del patrimonio cultural, Akal, 2010
- Troitiño Vinuesa, M. A. Ciudades patrimonio de la humanidad: patrimonio, turismo y recuperación urbana, Universidad Internacional de Andalucía, 2009
- UNESCO Convención sobre la protección del patrimonio mundial cultural y natural, UNESCO, 1972
- UNESCO Recomendación sobre la Protección de los Bienes Culturales Muebles , UNESCO, 1978