

Academic Year: (2020 / 2021)

Review date: 08/07/2020 21:20:13

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

Coordinating teacher: HERNANDEZ MATEO, FRANCISCO DANIEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

GENERAL COMPETITIONS.

To often have and to include/understand knowledge that contribute to a base or opportunity of to be original at the development and/or application of ideas, in an investigation context.

That the students know to apply to the acquired knowledge and their capacity of resolution of problems in new surroundings or little known within ampler contexts (or you will multidiscipline) related to their area study.

That the students are able to integrate knowledge and to face the complexity to formulate judgments from a information that, incomplete or being limited, includes reflections on tie the social and ethical responsibilities to the application of its knowledge and judgments.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The cultural patrimony in the tourism: management, value and use.
2. Tourist planning of the cultural patrimony: from the investigation to promotion
3. Authenticity and sustainability
4. The protection and conservation of the patrimony in tourist management
5. The capacity of welcome and cultural tourism
6. The interaction between patrimony and cultural tourism
7. Art and culture, from the pleasure experience of the tourist to the employment creation.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical classes

Specific Sessions with expert

Practical exercises

Tutorials

Work in group

Cultural Visits: Aranjuez Cultural Landscape of the Humanity. Museum Foundation Jose Lazaro Galdiano, Madrid.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

The evaluation system will consist of practices in class and outside the classroom, debates, visits, etc.

The qualification will be carried out with the following parameters: attendance, practices and final examination, being the final examination a 60% of the final note and the rest: practices, debates, tests, visits, attendance to classes, etc., a 40%.

% end-of-term-examination/test:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

ADDITIONAL BIBLIOGRAPHY

- OECD Tourism and the Creative Economy, OECD, 2014
- RICHARDS, Greg Creativity and tourism in the city. Current Issues in Tourism, R, 2013