

Academic Year: ( 2022 / 2023 )

Review date: 18/05/2022 20:48:11

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

Coordinating teacher: HERNANDEZ MATEO, FRANCISCO DANIEL

Type: Electives ECTS Credits : 6.0

Year : Semester :

Branch of knowledge: Arts and Humanities

## OBJECTIVES

It is intended that the student get the basic knowledge about artistic activity throughout history, necessary to be able to develop the tourist activity and complete their cultural knowledge.

To achieve this knowledge, the student must learn a series of basic concepts and acquire specific skills and attitudes.

Regarding the basic concepts, the student at the end of the course will be able to

Recognize the different artistic styles

Understand the various characteristics according to the period

Analyze a work of art, be it sculpture, painting or architecture, etc.

Assume the enormous importance of artistic knowledge for tourist activities.

Regarding the specific capacities, the student will be able at the end of the course to:

Document and understand artistic phenomena

Recognize the monuments and works of art of interest for the development of tourist activities

Carry out the analysis of works of art and architecture to be able to develop cultural, tourist and leisure tasks in them

Assess the role of art in the tourist offer

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

- The ability to search, communicate and discriminate what is the relevant information for a given decision.

- The ability to apply multidisciplinary knowledge to the resolution of a given problem.

- The analytical capacity to recognize different aspects and elements and to be able to solve diverse problems.

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

An attitude of study and analysis before works of art

A criterion formed on the value of works of art, monuments and the work of artists

Ensure the protection and conservation of works of art and historic buildings.

## DESCRIPTION OF CONTENTS: PROGRAMME

Incorporate the nuclear concepts of the history of art and the main characteristics of artistic movements, to the analysis of the activity and the management of tourist spaces, for the benefit of the training of those who will be the future managers of companies and public organizations related to the sightseeing.

### PROGRAM:

1. The history of art and tourism.

The enhancement of monuments, works of art and historical places. Cultural Heritage as a focus of interest for tourism. Cultural goods, between exploitation and sustainability of resources.

2. Art of Antiquity.  
Prehistory. Egypt. Greece. Rome.  
3. Medieval Art  
Paleochristian. Byzantine. Pre-Romanesque. Romanesque. Gothic.  
4. Modern Art  
Renaissance. Baroque. Neoclassical and Academy.  
5. Contemporary Art  
The plastic revolution from Color: from Impressionism to Fauvism. The transformation of the plastic arts from the volume: from Cézanne to Cubism and the post-cubist movements. Architecture: from Modernism to Deconstruction.

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40
Final exam on the contents taught throughout the semester	60%
Practices of the subject	40%