

Cultural and natural heritage routes

Academic Year: (2023 / 2024)

Review date: 27-04-2023

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

Coordinating teacher: FIDALGO GARCIA, PABLO

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Although it is not essential, it is recommended to have a basic knowledge of the main characteristics of the Geography of the world and of Spain, go to offices and tourism fairs and visit places of tourist interest.

It is also advisable to become familiar with the use of maps, Google Earth, photo editing, layout and retouching programs, as well as taking simple photos and videos.

OBJECTIVES

- Know and analyze the importance of natural and cultural resources for their use in the design of tourist routes in order to develop new tourist products.
- Integral vision of the process of programming a tourist itinerary, from its design to its execution and promotion.
- Acquisition of knowledge and management of sources and basic tools for the programming of a tourist itinerary.
- Design of a tourist itinerary and realization of field trips to different types of tourist spaces (with the consequent direct recognition of resources, potentials and impacts).
- Evaluate the strategic role of the creation of tourist routes and itineraries for the economic development of the territories in which they are based, as well as the enhancement and active conservation of the natural and cultural resources on which they are based.
- Development of a critical spirit for a permanent improvement of the tourist product, taking the initiative in the renewal and permanent updating of the offers.
- Know how to handle conventional maps and plans, as well as digital cartographic resources.
- Know how to handle generic and specific tourist resource inventory files.
- Know how to interpret, use and elaborate texts and graphics to be used in tourist routes and itineraries.
- Know how to properly use innovative concepts related to tourism management.
- Define a work methodology, from field work to the interpretation and publication of tourist routes and itineraries.
- Ability to organize and plan; capacity for analysis and management of tourist information; management of communication techniques and skills in interpersonal relationships and group dynamics; creativity; observation capacity in the field; sensitivity towards the natural and cultural heritage and towards its sustainable tourist use.

DESCRIPTION OF CONTENTS: PROGRAMME

Based on the presentation by the teacher of a minimum theoretical and conceptual basis, throughout this course we will proceed to present and analyze in detail numerous and varied examples, both Spanish and international, related to the cultural landscape and nature (and more specifically with rural, urban and industrial heritage, religion, history, art, literature, cinema, gastronomy, ethnography, as well as geology and geomorphology, hydrography, biography, etc.) with the purpose that the students acquire adequate training, fluency and practice regarding the design, preparation, implementation and promotion of routes, itineraries, paths and paths of tourist interest, knowledge that must be put into practice.

- Tourist routes, paths and itineraries: concepts, fundamentals and characteristics.
- Sources and methodology for the design and programming of cultural and natural tourist itineraries.
- Analysis and preparation of cultural routes, paths and itineraries.
- Analysis and preparation of routes, paths and itineraries of a natural type.

LEARNING ACTIVITIES AND METHODOLOGY

FORMATION ACTIVITIES

Will understand:

- Master classes focused on the essential theoretical contents of the subject.
- Practical classes in the classroom in relation to content, techniques, sources and essential tools in the design, programming and implementation of cultural and natural tourist itineraries.
- practical classes outside the classroom in order to visualize and analyze significant and diverse tourist spaces and itineraries on the spot.
- Preparation of consistent work both in the critical evaluation of existing itineraries, as well as in the preparation of original tourist itineraries.

TEACHING METHODOLOGIES

Lectures in class by the teacher with the support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

Critical reading of texts recommended by the professor of the subject: press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

Presentation and analysis of practical cases, problems, etc. raised by the teacher individually or in a group.

Discussion in class, under the moderation of the teacher, on topics related to the content of the subject.

External activity in the historic center of Madrid.

Preparation of work and reports individually or in groups.

TUTORIALS

The monitoring of the different tasks assigned by the teacher will be essential for the proper development and use of the subject.

ASSESSMENT SYSTEM

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

In the ordinary call, the evaluation will be carried out taking into account:

- Attendance, participation in sessions and completion of class work and tests: 20%
- Individual work: 40%
- Group work: 40%

In extraordinary call:

- Individual work: 100%

ADDITIONAL BIBLIOGRAPHY

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- Cordeiro Gonçalves, Eduardo: Rutas de vino y desarrollo regional., Rotur. Revista de ocio y turismo, , nº 5, 2012, pp. 11-20.

- García González, Leandro: Las grandes rutas turísticas. De la Vía de la Plata a las Rutas del Vino., En XXX Jornadas de Viticultura y Enología de la Tierra de Barros, Almendralejo, , 2009, pp. 465-480.

- Hernández-Ramírez, Javier: Los caminos del patrimonio: Rutas turísticas e itinerarios culturales., Pasos. Revista de turismo y patrimonio cultural,, vol. 9, nº 2, 2011, pp. 225-236

- Luque Gil, Ana María: Las rutas ecuestres como actividad deportiva, recreativa y turística., Baética. Estudios de Arte, Geografía e Historia,, nº 28, 1, 2006, pp. 413-434.

- López-Guzmán Guzmán, Tomás J. y Sandra María Sánchez Cañizares: La creación de productos turísticos utilizando rutas enológicas., Pasos. Revista de turismo y patrimonio cultural, , vol. 6, nº 2, 2008, pp. 159-171.

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- Millán Vázquez de la Torre, María Genoveva; Emilio Morales Fernández y María Sol Castro Freire: Las rutas gastronómicas como oportunidad de generar rentas adicionales en el sector agrario. Análisis de la Ruta del Jamón Ibérico en la Provincia de Córdoba., En Turismo y Desarrollo Económico. IV Jornadas de Investigación en Turismo, , 2011, pp. 381-406.

- Miranda Escolar, Belén y Ricardo Fernández Morueco: Vino, turismo e innovación: las Rutas del Vino de España, una estrategia integrada de desarrollo rural., Estudios de Economía Aplicada, , vol. 29, nº 1, 2011, 35 pp.

- Morère Molinero, Nuria Elisa: Sobre los itinerarios culturales del ICOMOS y las rutas temáticas turístico-culturales. Una reflexión sobre su integración en el turismo., Revista de Análisis turístico, , nº 13, 2012, pp. 57-68.

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- Pardo Abad, Carlos Javier: Rutas y lugares de patrimonio industrial en Europa: consideraciones sobre su aprovechamiento turístico., Espacio, tiempo y forma. Serie VI, Geografía, , t. 15, 2002, pp. 69-94.

- Pulido Fernández, Juan Ignacio: ¿Por qué no funcionan turísticamente algunos itinerarios o rutas culturales?., PH. Boletín del Instituto Andaluz del Patrimonio Histórico, , nº 60, 2006, pp. 110-113.
- Romera Galán, Fernando y Sonsoles Sánchez-Reyes Peñamaría (coords.): Rutas literarias por Ávila y su provincia., Salamanca, Universidad de Salamanca,, 2006.
- Ruiz Baudrihayé, Jaime Axel: Las rutas turísticas culturales., En Caminería hispánica. Actas del IV Congreso Internacional, , vol. 3, 2000, pp. 1239-1246.
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- Villamor Vargas, Inmaculada y Olga O´Kelly Rasco, Dunia Alonso Sobrado, Carolina Casado Escolar: Diseño de rutas enogastronómicas en Andalucía., En Nuevas perspectivas del turismo para la próxima década. III Jornadas de Investigación en Turismo,, Sevilla, Universidad de Sevilla, 2010, pp. 99-125.
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