# Heritage and Tourism

**Academic Year: ( 2023 / 2024 )** **Review date: 07-02-2024**

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

**Coordinating teacher: D'ANDREA , BRUNO**

**Type: Electives ECTS Credits : 6.0**

**Year : 1 Semester : 2**

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Knowledge of Spanish Lengague

## OBJECTIVES

1. To get the knowledge of the multiple relationships that exist between the concepts of Heritage and Tourism.
2. To acquire the knowledge of the different tourist uses of the Heritage that exist.
3. To obtain a capacity of analysis that allows to explore the potentialities that the different tourist uses of the Patrimony pose in the international scope, as well as, in particular, in Spanish.

## DESCRIPTION OF CONTENTS: PROGRAMME

PART 1: HISTORICAL-CULTURAL HERITAGE AND TOURISM.

1. Historical and cultural heritage: basic concepts. Definition of historical heritage and cultural property. Historical evolution.

2. The legal framework. The protection of historical heritage. Historical evolution. Spanish legislation and European legislation.

3. The birth of cultural tourism. The trip to the great cultural centers of Antiquity. The training trip. The pilgrimage trip. Evolution of the journey in the Middle Ages and the Modern Age.

4. The Grand Tour. The "cultural tourist" in contemporary times. Cultural tourism in Spain and Latin America.

5. Tourism management of historical heritage. Cultural tourism today. Dissemination of heritage. Adequacy of heritage assets in tourism resources. The contribution of tourism to heritage management. Interpretation of the cultural heritage and approach of the same to the visiting public. The dissemination of tourism heritage through the internet. The Hispanic World

6. Archaeological tourism. The prestige of ancient cities. The specificity of the archaeological remains. Large deposits as centers of attraction. Comparison of two cases: Pompeii and Italica.

7. Historical cities and their agents in Spain and Latin America. Models of management of historical cities. Museums, exhibitions, interpretation centers, monumental collections. Education in cultural tourism. The attraction of visitors.

PART 2: TOURISM, TERRITORY AND HERITAGE
1. Introduction to tourism. Basic concepts and sources of study.

2. Historical evolution. Main magnitudes and trends of tourism worldwide.

3. Resources and tourist heritage.

4. Tourism in Spain and Latin America. Evolution and new perspectives.

5. Heritage and cultural tourism. Tourism and the city.

6. The nature heritage. Tourism and landscape.

7. The social construction of the tourist gaze.

## LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures, which will present the knowledge that students should acquire. Students will be given basic reference texts that allow them to understand and deepen the contents of the subject taught.
2. Practical classes, in which we will work with specific documentation that allows students a more precise approach to the contents of the subject.
3. Oral presentations, presenting the results and materials worked, with the aim of promoting learning and the acquisition of skills in the field of presentation and public dissemination of the work done.

## ASSESSMENT SYSTEM

a) Questionnaires. In total there will be 2:
- 1 questionnaire on two compulsory readings (one from each thematic block) 20%

b) Oral presentation about the final work: 10%.
c) Ranking exercise of tourism resources related to the cultural trip. 10%.
d) Attendance and active participation in class: 10%
e) Final work: 50%

Extraordinary call:
Final paper, 100%

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| **% end-of-term-examination:** | 50 |
| **% of continuous assessment (assigments, laboratory, practicals…):** | 50 |

## BASIC BIBLIOGRAPHY


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