

Academic Year: (2023 / 2024)

Review date: 23-04-2023

Department assigned to the subject:

Coordinating teacher: POVEDANO MARRUGAT, ELISA MARIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME

1. The concept of "value"
2. The value of use, the material value, symbolic value, emotional value, social value and educational value in equity.
3. The process of historical research to cultural property.
4. Heritage Interpretation.
5. The economic dimension of historical heritage. Cultural tourism
6. Put in value of the Unique Collections
7. Entities for the protection and enhancement of heritage.

LEARNING ACTIVITIES AND METHODOLOGY**TRAINING ACTIVITIES**

Theoretical class

Practical classes

Tutorials

Group work

Individual student work

Creation of a database and inventory of Cultural Resources through the Data Mining technique and the Wheel of Values.

Creation of a structured integrated plan for the enhancement of value in Logical Markup format (Problem Tree, Objective Tree).

Preparation of a report and business/employment plan (10 hours).

All training activities can be carried out 100% online, although a minimum of 30% attendance is required.

The blended learning modality will establish a lower number of classroom hours, a minimum of 40% per subject, and more online work time, which will be assessed within the training activities, as well as systematic attendance to face-to-face and online tutorials.

TEACHING METHODOLOGIES

Class lectures by the lecturer 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 subject teacher:

Press articles, reports, manuals and/or academic articles, either for subsequent discussion in class or to expand and consolidate knowledge of the subject.

Resolution of practical cases, problems, etc. posed by the teacher individually or in groups.

Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases.

Preparation of individual or group work and reports.

ASSESSMENT SYSTEM

Active participation in the practical classes and evaluation of the field work 60%.

The final exam may be an exam or final paper as agreed in class and will be worth 20%.

Class attendance and participation in 20%.

In order to obtain the average for the course, each of the parts -final exam and continuous assessment- must have been passed with a minimum grade of 5 out of 10.

Extraordinary assessment: exam

% end-of-term-examination:	20
% of continuous assessment (assignments, laboratory, practicals...):	80

BASIC BIBLIOGRAPHY

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- MOLINA, A. Marketing de ciudades. , Universidad Ramón Llull, Barcelona., 2009.
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- PRADOS VELASCO, María José; VAHÍ SERRANO, Amalia: ¿El diseño de itinerarios turísticos para la puesta en valor del patrimonio territorial. Las acequias de careo en el Parque Nacional de Sierra Nevada¿, , en Cuadernos de turismo, Nº. 27, págs. 785-810, 2011
- PRATS, J. Aspectos didácticos de las ciencias sociales Universidad de Barcelona Publicado en: J. Morales, Mª C. Bayod, R. López, J. Prats y D. Buesa..15. , Zaragoza: ICE de la Universidad de Zaragoza, 2001
- ROIGÉ i VENTURA, X. "Después de la Nueva Museología. Patrimonio, comunidad y museos locales en el contexto actual¿. Cursos sobre el Patrimonio Histórico (J.M. Iglesias, ed.) , Universidad de Cantabria, Reinosa, vol. 14, pp. 285 a 303., 2010
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