

Academic Year: (2024 / 2025)

Review date: 18-04-2024

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

Coordinating teacher: POVEDANO MARRUGAT, ELISA MARIA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

COMPETENCIES

Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context.

Students should be able to apply their acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

Students must be able to integrate knowledge and face the complexity of making judgements based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgements.

Students should be able to communicate their conclusions and the ultimate knowledge and reasons underpinning them to specialist and non-specialist audiences in a clear and unambiguous way.

That students possess the learning skills that will enable them to continue studying.

Analyse the different indicators that enable them to understand the relevance of Spanish tourism in the world. Interpret the ways of promoting the growth of the national, regional and local tourist offer, based on cultural and natural resources.

For students to interpret the keys to territorial balance and the cultural integration of marginalised areas.

Identify the tourist fabric as the integration of natural and cultural assets, establishing relations of commitment and balance between both realities.

Apply the capacity for teamwork in subjects related to cultural and natural heritage.

To adequately handle the use of innovative concepts linked to tourism management.

Define a working methodology, from fieldwork to the interpretation and publication of results in the field of tourism resource management.

Evaluate the strategic role of tourism for the economic development of villages and the enhancement and active conservation of natural and cultural resources.

Analyse the sources of information for the analysis of tourist areas and activities.

Promote spaces for different types of tourism and tourists, with particular emphasis on cultural and environmental aspects through paths of discovery and integration.

Train to interpret social and cultural diversity.

Identify specific tools to develop tourism activities and products based on environmental and cultural resources without jeopardising the conservation of resources and the sustainability of tourism activity.

Value the critical spirit for a permanent improvement of the tourist product, taking the initiative in the renovation and permanent updating of the offers.

Apply the economic, legal, social and political variables involved in tourism to promote cultural and natural assets. Evaluate the appropriate resources to promote a space or a specific cultural asset.

Analyse the state of conservation and quality of cultural assets linked to the world of tourism.

Demonstrate knowledge in the field of tourism.

Draw up diagnoses and strategies for tourist territories and destinations.

Draw up catalogues of assets of natural and ethnographic interest.

LEARNING OUTCOMES

The subject dedicated to Cultural Tourism will provide students with a qualified approach to the revaluation and recovery of cultural elements, while at the same time raising awareness of the importance of the recovery, conservation and preservation of tangible and intangible cultural heritage. It will also raise awareness of the capacity of culture and art as essential factors for local and regional economic development from the perspective of sustainability. It will also focus on the promotion of new cultural industries.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Spaces for exhibition: from the museum to Center of Interpretation
2. Methodology
3. Exhibition Processes
4. Preventive conservation
5. Organization and management
6. Case study analysis (situations related to sustainability and universal accessibility approaches and proposals will be studied).

LEARNING ACTIVITIES AND METHODOLOGY

TRAINING ACTIVITIES

Theoretical class

Practical classes

Tutorials

Group work

Individual student work

The blended learning modality will establish a lower number of classroom hours, a minimum of 40% attendance in each subject (AF1), and more time for online work, which will be assessed within the training activities AF2, AF6 and AF7, as well as attendance to face-to-face and online tutorials in a systematic way (AF5).

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.

ASSESSMENT SYSTEM

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

Resolution of practices in class, online and out of class, participation, forums and online activities, in and out of the classroom. All this will form the evaluation of 60% of the subject.

Final exam: An individual exam or essay: 40%.

In order to get the average of the subject, 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/essay

BASIC BIBLIOGRAPHY

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