

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: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

GENERAL COMPETENCES.

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 relationships of commitment and balance between both realities.

Apply the ability to work in a team on issues 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 have an impact on the promotion of new cultural industries.

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

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

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

BASIC BIBLIOGRAPHY

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- MEMELSDORFF, F., Rediseñar para un mundo en cambio. , Blur, Madrid., 2004.

- 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

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