

Academic Year: ( 2024 / 2025 )

Review date: 29-04-2024

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

Coordinating teacher: HERNANDEZ MATEO, FRANCISCO DANIEL

Type: Electives ECTS Credits : 6.0

Year : Semester :

Branch of knowledge: Arts and Humanities

## OBJECTIVES

The aim is for students to acquire the basic knowledge about the artistic movements developed throughout history and understood in their cultural context, which is necessary to be able to develop the tourism activity.

To achieve this knowledge, students must learn a series of basic concepts and acquire specific skills and attitudes.

Regarding the basic concepts, students at the end of the course will be able to:  
 Understand the origin and conception of artistic phenomena in their period.  
 Understand the essential characteristics of artistic manifestations and their typology.  
 Identify and comment on a work of art, be it sculpture, painting, architecture, etc.  
 Assume the enormous importance of artistic knowledge for tourism activities.

In terms of specific skills, at the end of the course, students will possess sufficient competencies to:  
 Document and understand artistic phenomena  
 Appreciate the role of art in the tourist offer  
 Recognize and analyze the most important exponents of visual arts and architecture in Western culture for the development of tourism activities linked to cultural heritage (historical-artistic).

In terms of general capabilities or skills, students will be able to:  
 Search, communicate and discriminate which is the relevant information for a given decision.  
 Apply multidisciplinary knowledge to the resolution of a given problem.  
 Recognize different aspects and elements in order to formulate analyses to solve different problems.

Students should acquire the following skills at the end of the course:  
 Ability to study and analyze in front of works of art.  
 A trained criterion on the value of art as a key exponent of cultural heritage and the value of the artist as a creator in a given space and time.  
 To ensure the protection and conservation of works of art and architecture of the past as essential witnesses of history and their potential in cultural and creative tourism.

## DESCRIPTION OF CONTENTS: PROGRAMME

Incorporate the nuclear concepts of the history of art and the main characteristics of artistic movements, to the analysis of the activity and the management of tourist spaces, for the benefit of the training of those who will be the future managers of companies and public organizations related to the sightseeing.

### PROGRAM:

Introduction to the history of art and tourism.  
 The enhancement of monuments, works of art and historical sites. Cultural Heritage as a focus of interest for tourism.  
 Cultural assets, between exploitation and sustainability of resources.

2. Art of Antiquity from the ¿Era¿ of the Pharaohs to Imperial Rome. Fundamentals of Egyptian art. Monuments for eternity. Painting and sculpture ¿for an afterlife¿. Image of power in Mesopotamia and the empires of the extremes of the Near East. Pre-Hellenic artistic manifestations (Minoan and Mycenaean cultures). Public and religious architecture in ancient Greece: temples and recreational spaces in the polis. Evolution of the canon in Greek sculpture from Archaism to Hellenism. From Etruscan funerary art to the propagandistic image of imperial Rome.

3. The medieval artistic melting pot, from East to West. Paleo-Christian, Byzantine and Pre-Romanesque art (Asturian, Carolingian and Año Mil) in the High Middle Ages. Islamic, Hispano-Muslim and Mudejar architecture. Full and Low Middle Ages in Europe: monasteries of the Cistercian reform, great Romanesque and Gothic cathedrals and transformation of forms in the Italian and Flemish plastic arts.

4. Art and culture in the Modern Age  
The artist as ¿genius¿ in the humanistic revolution of the Renaissance. Architectural, sculptural and pictorial trends in the Baroque. Court gardens and palaces in Europe: regulated nature. The birth of neoclassicism in the enlightened academic context. Francisco de Goya: precursor of modernity.

5. New architectural conception and artistic practices in contemporaneity. Architecture: from the emergence of new materials to Neo-Futurism. Visual arts and nineteenth-century transformations in the context of social movements. Plastic revolution in form and color: impressionism and post-impressionism. Rupture of tradition in the first and second avant-gardes. Experimental processes and activism from the second half of the 20th century.

#### ASSESSMENT SYSTEM

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| <b>% end-of-term-examination:</b>   | 60 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 40 |

Final exam on the contents taught throughout the semester 60%  
Course work (elaboration of a tourist guide for an exhibition) 40%.

In the realization of the practices of this subject, students must not use artificial intelligence tools. In the event that the use of AI by the student gives rise to academic fraud, the provisions of the Regulation of the University Carlos III of Madrid of partial development of the Law 3/2022, of February 24, of university coexistence will be applied. To pass the course you must get at least five (5) points in the exam.

#### ADDITIONAL BIBLIOGRAPHY

- RUSKIN, John (1819-1900) Giotto y sus obras de Padua, Athenaica Ediciones Universitarias, 2023