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BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	063507 – Cultural Tourism Management				
Type	Elective: specialization			Year	3 rd
Thematic Area	Tourism and Culture			Credits	4.5 ECTS
Teacher in charge of the course		[Mercè Civera Pérez]			
In-class	45 hours	Teacher-led	30 hours	Individual	38 hours

BRIEF COURSE DESCRIPTION

Cultural tourism is a booming sector that is currently undergoing several processes of diversification. Beyond visiting museums or historical monuments, cultural tourism is increasingly based on new cultural and heritage resources, such as intangible heritage. Heritage can be considered as one of the basic resources to elaborate an offer of cultural products, which undoubtedly help improve the competitiveness of the destinations, and differentiate themselves. Cultural tourism management, therefore, can serve as the basis for the creation of a new discourse for destinations. It can also provide key elements of attraction for tourism development. This course is the follow up to the subject "Tourism and Heritage" and aims to understand the culture and tourism ecosystem. Students will be able to apply the acquired knowledge in the subject "Mediation of Cultural Heritage and Tourism". On the one hand, students will gain a general understanding of cultural tourism products and heritage display spaces applied to different types of cultural tourism. On the other hand, they will learn about the necessary tools for tourism management and how to use them applying sustainability principles. |

BASIC SKILLS

BS03- Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS02- Have business vision.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.



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SPECIFIC SKILLS

SS11- Manage tourist accessibility and mobility.

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

LEARNING OBJECTIVES

1. Know and identify the new tendencies in the practice of tourist activities.
2. Know instruments and mechanisms for obtaining financial resources.
3. Use tourism-marketing tools: Revenue Management, e-marketing, web 2.0.
4. Develop skills related to the planning, organization and management of the operation of tourist establishments.
5. Elaborate trend assessment reports of results, evolution and forecasts of service prices, considering internal economy information and market needs.

ACADEMIC CONTENTS

BLOCK 1. Cultural tourism

- 1.1. Definition of cultural tourism
- 1.2. Conceptualization of heritage
- 1.3. Origins and development of cultural tourism
- 1.4. New trends in cultural tourism

BLOCK 2. Heritage as a resource for cultural tourism

- 2.1. Cultural heritage national and international organizations and institutions
- 2.2. Heritage exhibition spaces
- 2.3. Conversion of cultural resources into tourism experiences

BLOCK 3. Heritage management for tourism and cultural tourism management

- 3.1. Challenges of heritage management for tourism.
Balance between use and conservation
- 3.2. Keys for the development of cultural tourism projects
- 3.3. Cultural tourism strategies
- 3.4. Income generation in heritage spaces
- 3.5. Communication and commercialization of cultural tourism



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LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1. Analysis	Individual	20%	20%	Week 7



of a heritage exhibition site				
Activity 2. Design of a cultural tourism project	Group (continuous) Individual(single)	25%	20%	Week 13
In- class activities	Group / Individual	15%	----	At teacher's discretion
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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