



Centre adscrit



# SYLLABUS

## Bachelor's Degree in Tourism

Code-Course	061106 - Tourism and Cultural Heritage				
Year	1º	Credits	6 cr ECTS		
Thematic Area	Tourism and Culture	Course Type	Basic Subject	Training	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

### BRIEF COURSE DESCRIPTION

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Discovering, knowing, enjoying and experiencing culture and heritage are some of the main reasons for tourists to travel and, are also selling points to promote a destination. This course provides the basic keys to interpret the architectural, archeological, urban and artistic heritage at both local and global levels, in order to contribute to the cultural sustainability of a given destination. The analysis tools provided will be applied on field trips and through case studies. This course also provides the basis for further development in specialty subjects: management of cultural tourism and heritage mediation. The student will, therefore, be able to make objective and subjective analysis of heritage assets and know how to communicate them, both written and orally, as well as to integrate them into a tourism project.

### BASIC SKILLS

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BS01 – Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

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

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GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability.

GS04- Have a commitment to ethics.

GS05- Teamwork.

### SPECIFIC SKILLS

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SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

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

### ACADEMIC CONTENTS

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BLOCK 1: INTRODUCTION TO CULTURAL HERITAGE AND TOURISM

BLOCK 2: ANALYSIS TOOLS OF CULTURAL HERITAGE

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

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

### ASSESSMENT SYSTEM

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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.



## REFERENCES

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- Crespi, M. & Planells, M. (2003). *Patrimonio cultural*. Madrid: Síntesis.
- Crespi, M. & Planells, M. (2011). *Recursos Turísticos*. Madrid: Síntesis.
- Du Cros, H. & McKercher, B. (2015). *Cultural tourism*. Second edition. New York: Routledge.
- Ballart, J. (1997). *El patrimonio histórico arqueológico: valor y uso*. Barcelona: Ariel.
- Benevolo, L. (2007). *Historia de la arquitectura moderna*. Barcelona: Gustavo Gili.
- Calle, M. de la (2002). *La ciudad histórica como destino turístico*. Barcelona: Ariel.
- Coma, L. & Santacana, J. (2010). *Ciudad Educadora y Patrimonio. Cookbook of heritage*. Gijón: Trea.
- Georgescu Paquin, A. (2015). *La actualización patrimonial a través de la arquitectura contemporánea*. Gijón: Trea.