



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	063507 - Cultural Tourism Management		
Year	3º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Tourism and Culture	Course Type	Core Subject

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, in particular, literary 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 wants to understand the ecosystem of cultural tourism. Students will be able to apply the acquired knowledge in the subject "touristic-cultural mediation". On the one hand, students will acquire a general understanding of tourism-cultural products and heritage presentation spaces applied to different types of cultural tourism. On the other hand, they will acquire the necessary tools for tourism management and will be able to use them in a sustainable way.

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.



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

SPECIFIC SKILLS

SS11- Manage tourist accessibility and mobility.

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

LEARNING METHODOLOGY

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

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.