



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064522 - Mediation of Cultural Heritage and Tourism		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Tourism and Culture	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

Heritage is as a complex resource and bears multiple meanings and values; as such, it needs a process of interpretation and mediation to facilitate its presentation and communication to tourists and visitors. This subject is a follow up to the subject "tourism and heritage", where students learnt how to analyze and build a discourse about a heritage resource and after that, will have to integrate into a cultural tourism product mediation tools: human, museographic and ICT. From innovative and inspirational case studies, both local and global, students will complete the course by creating cultural heritage proposal projects where mediation tools play a major role. Therefore, deciphering the meanings of heritage through research and transmitting them in a clear language and with appropriate techniques to a target audience, becomes one of the fundamental aspects of the subject. This course provides with an inclusive view of culture, as well as the tools to enhance the tourist experience.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS05- Teamwork.

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

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.



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SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

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.