



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540033- Keys for the interpretation of cultural and natural heritage		
Course year	1	Credits	12 ECST
Thematic Area	Cultural tourism	Course type	Optional
In-class hours	84 hours	Hours of individual work	216 hours

BRIEF COURSE DESCRIPTION

Today's concept of heritage is the result of a long historical evolution. We have come a long way since the first collections of valuable objects or curiosities to the current heritage interpretation centers, which reflect the changes in societies and in their conception of heritage.

Moreover, the tourism treatment of European heritage has followed the historical guidelines of Western civilization, both thematically and chronologically.

This course aims at analyzing the cultural heritage providing a global insight of the distinct features that characterize the different periods of time and themes. This approach must enable students along the course sessions to relate each historical and cultural period with the tourism activity.

As far as natural heritage is concerned, the course aims at presenting the specific features of this heritage and the historical evolution of its social appreciation to finally analyze the relationship between tourism and the preservation of natural heritage.

GENERAL SKILLS

GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

SPECIFIC SKILLS

SS1 – Understand the principles of tourism and cultural heritage and the importance of its socio-cultural and environmental impacts.



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SS3 – Develop and apply innovative methods and instruments of territorial planning, tourism destination management and tourism spaces management.

SS8 – Master the foundations and technics of heritage education and apply them to tourism.

ACADEMIC CONTENT

1. Keys to interpreting cultural heritage.

- 1.1. Cultural tourism and cultural heritage.
- 1.2. Heritage as a tool for social training and professional objective.
- 1.3. Cultural heritage in the European context: museums.
- 1.4. Keys to discovering art.
- 1.5. Keys to interpreting the classical, medieval and modern worlds.
- 1.6. Case studies on cultural heritage.

2. Keys to interpreting natural heritage.

- 2.1. Natural heritage in the Catalan and European contexts.
- 2.2. Tourism and landscape.
- 2.3. Heritage landscapes: Landscape charters.
- 2.4. Garden tourism.
- 2.5. Case studies on natural heritage.



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LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group discussions and both in-class and autonomous activities.

Class participation and discussion on the proposed topics will be especially encouraged. The student's collaboration with the assigned readings and exercises is essential to achieve dynamic class participation with well-founded, agile contributions.

Research and documentation spirit will be fostered together with the ability to work autonomously, by means of exercises and assignments to be done both inside and outside the classroom.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Activity 1 (individual)	30 %	40%



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Activity 2 (group)	30%	---
Final Activity (individual)	40%	60%

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

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GOMBRICH, E. H. (2008, 16^o ed.). *La Historia del Arte*. London: Phaidon.

HERNÁNDEZ, F. (1998). *El patrimonio cultural: la memoria recuperada*. Gijón: Trea.

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