Code - Course	540036 - Museographic and digital experiences		
Course year	1	Credits	3 ECST
Thematic Area	Media mediation	Course type	Compulsory
In-class hours	45 hours	Hours of individual work	105 hores

BRIEF COURSE DESCRIPTION

Cultural tourism is constantly evolving, partly thanks to new technologies and the experiences they provide to the target audience. Mediation resources to bring cultural and natural heritage closer to the target audience have been diversified to put the visitor at the center of the experience and make him an active participant.

The objective of the course is to know the strategies, techniques and museum and digital resources to bring the cultural and natural heritage closer to the visitor. Interactivity is a key element within experiences, either mechanically or digitally. But the use of technological resources must take into account the user experience for an effective transfer of assets.

The case studies, based on real and international examples, allow us to analyze the different aspects of the didactic application to make heritage understandable and its value as an essential object of cultural tourism activity.

BASIC SKILLS

CB6- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB9 - That students know how to communicate their conclusions ¿and the knowledge and ultimate reasons that support specialized and non-specialized audiences in a clear and unambiguous way.

GENERAL SKILLS

CG6- Apply communication techniques for the effective transmission of ideas, opinions, knowledge, etc.

SPECIFIC SKILLS

CE8- Mastering the fundamentals and techniques of heritage teaching and applying it to the tourism field.

CE11- Analyze and apply information and communication technologies in the different areas of the tourism sector.

CE12- Transform ideas and knowledge into value for the client, generating sustainable results for tourism organizations and society.

ACADEMIC CONTENT

• Didactic mediation resources: interactive museography

• The museum houses

• The evaluation of patrimonial resources

• Didactics of the heritage object

• Application of new technologies in heritage

• The user experience

• Digital cultural heritage

• The Smart heritage

• Wine tourism

• Practical cases

LEARNING METHODOLOGY

The learning methodology of the subject is based on expositions of concepts and ideas, complemented with examples and practical application cases, as well as group discussions and activities.

In this sense, the methodologies are broken down by type evaluation typologies:

- Work done by the student (individual and / or group)

- Realization of practical cases

- Virtual Forum

- Troubleshooting

- Discussion panels

In addition, it is planned to carry out trips outside the CETT as part of field work and reinforcement of learning.

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 (group)	25 %	-
Activity 2 (group)	35 %	50 %

Activity 3 (individual)	40%	50 %

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.

Note

In the event that the health situation arising from the pandemic requires it, the subject will be taught in a synchronous online format and, therefore, the subject content could undergo slight changes as a result of its adaptation to this modality. However, the CETT guarantees the acquisition of competences and learning results by the student thanks to the pedagogical and methodological standards that are stipulated in the study plan of this academic program.

REFERENCES

- Asenjo Hernanz, M. E. (2014). «Aprendizaje informal y nuevas tecnologías: análisis y medición del constructo de interactividad en contextos de exposición del patrimonio». Universidad Autónoma de Madrid.
- Grevtsova, I. y Sibina, J. (2018). *Entre los espacios físicos y virtuales. Turismo cultural en el mundo digital*. Munich: GRIN Verlag GmbH
- Hernández Hernández, F. (2011). *El museo como espacio de comunicación*. Gijón: Trea.
- Hooper-Greenhill, E. (1998). *Los museos y sus visitantes.* Gijón: Trea.
- Llonch, N. y Santacana, J. (2011). *Claves de la museografía didáctica*. Lleida: Milenio Educación.

- Martín, C. y Santacana J. (2010). *Museografía Interactiva*. Gijón: Trea.

  Pastor Homs, Mª. I. (2004). *Pedagogía museística. Nuevas perspectivas y tendencias actuales*. Barcelona: Ariel.

- Santacana, J. (2005). *Museografía Didáctica*. Barcelona: Ariel.

- Santacana, J. y Coma, L. (coords.) (2014). *El m-learning y la educación patrimonial*. Gijón: Trea.

- Santacana, J. y Llonch, N. (2012). *Manual de didáctica del objeto en el museo*. Gijón: Trea.

- Serrat, N. y Herms i Canellas, J. (2013). "Entre luces y sombras. Función didáctica de los recursos audiovisuales en los museos", en *Revista del Comité Español ICOM, no.7*.

The Basic Information Sources are expanded and specified in each of the Thematic Files of the sessions taught in this subject.