Syllabus of the course "Cultural Heritage"

IDENTIFICATION

✓ **Subject Name:** Cultural Heritage

✓ **Code:** 101217

✓ **Degree:** Degree in Tourism

✓ **Subject Type:** Compulsory

✓ **ECTS Credits (Hours):** 6 (150)

✓ **Semester:** Second

✓ **Class Language:** English

✓ **Lecturer:** Maria Abril i Sellarés

I. INTRODUCTION

This subject provides two well differentiated blocks: 1) general knowledge relating to basic conceptual notions of cultural heritage; and 2) historical and artistic knowledge.

Given the scope of the material and the interest in providing direct knowledge of the environment in which students lives and—presumably—will work within, the second block focuses on students' immediate reality–Europe-as a specific example for understanding the globalism of the processes that have shaped western culture, the tangible and intangible inheritance that has survived over time, and its use as a resource in tourism.

II. TEACHING OBJECTIVES

On completing this subject, students should be able to:

1. Define the notion of tangible and intangible cultural heritage.

2. Understand the value of cultural heritage in relation to the present.

3. List the principal organs that work to support its effective conservation and management.

4. Explain the potential represented by both tangible and intangible cultural heritage as an increasingly significant trend within cultural tourism.

5. Identify selection and interpretation criteria that affect culture in this respect.

7. Acquire basic historical and cultural knowledge from prehistorical to contemporary times in current-day Europe.

8. Indicate the various touristic uses of heritage dealt with in practical case study.

9. Apply a methodological, reflective and critical approach to the analysis of heritage (with a view to future professional praxis within cultural tourism).

10. Demonstrate acquisition of the ability communicate in written and spoken form correctly.

11. Correct use PowerPoint to structure an argumentative presentation.

12. Integrate photography in a logical and justified manner within suitably argued verbal presentations.

III. SKILLS ANS LEARNING OUTCOMES

COMPETENCY

CE1. To give proof that students have learned and understood the basic principles of tourism in all their dimensions and areas

> LEARNING OUTCOMES
>
> CE1.8 To Define and relate the basic principles of tourism from the heritage sector for its management and operation.

COMPETENCY

CE3. Manage the concepts related to the planning and marketing of destinations, resources and tourist attractions as well as its instruments and operation

> LEARNING OUTCOMES
>
> CE3.7 To Apply the concepts of heritage management and tourism resources

COMPETENCY

CE 17. Present before various organizations and negotiate projects and tourism development plans applied to certain areas and regions

> LEARNING OUTCOMES
>
> CE 17.6 To Analyze and present projects management and operation of heritage

IV. TRANSVERSAL SKILLS

CT1. Develop the capacity of learning autonomously

CT2 The capacity of self-assessing the knowledge obtained along the course

CT4. To be aware and implement of the communication technics at all levels

CT6: To plan, manage and coordinate the team work, creating synergies and cultivate empathy.

CT10. Experience and patronize team work

V. SYLLABUS AND CONTENTS

Subject 1: Introduction (1h)

Tangible heritage. Oral and intangible heritage. Revision of theoretical concepts concerning cultural heritage. Problems and challenges of cultural tourism in a globalised world: Ethical code. New trends in cultural tourism.

World Heritage in Europe (UNESCO).

Subject 2: Prehistory.

The birth of art. Great artistic sites from prehistory. Concept and typologies. Case analysis.

Subject 3: The Ancient World: From Greece to Rome.

Greece: between architecture and sculpture. Concept and typologies. Case analysis.

Rome: architecture, sculpture and painting. Concept and typologies. Case analysis

Subject 4 - 5: The Medieval World: The Great Evolutionary Process.

From the Romanesque to the Gothic. Concept and typologies. Case analysis.

A great museum: The MNAC

Subject 6: The Modern Era: Europe in Upheaval.

The Renaissance: *Quattrocento* and *Cinquecento*. Concept and typologies. Case analysis.

The Baroque and the Counter-Reformation, of Despotism and Reformation. Concept and typologies. Case analysis.

Subject 7: The Nineteenth Century.

Neoclassicism and Romanticism. Concepts and typologies. Case analysis.

Subject 8: Modernism. Catalonia and its leading figures.

Modernist artistic expression. Great architects: Antoni Gaudí, Lluís Domènech i Montaner and Josep Puig i Cadafalch. Great painters. Cultural heritance and its use in toursim.

Subject 9: Contemporary Europe.

The Vanguard and New Architecture. Great contemporary centres.

Great painters of Catalonia: Picasso, Miró and Dalí. Their museums.

VI. RECOMMENDED BIBLIOGRAPHY

GENERAL

BALLART, José (1997): *El Patrimonio Artístico y Arqueológico: valor y uso*. Ariel. Barcelona,

Catalunya. Museus i Col·leccions obertes al públic (2001) Barcelona: Generalitat de Catalunya. Departament de Cultura.

MALTESSE, Corrado (Coor.): (1990). *Las técnicas artísticas*. Ediciones Cátedra. Madrid,.

GARCÍA MARCHANTE, J.S.; POYATO HOLGADO, M. del C. (coord.) (2002) *La función social del patrimonio histórico: el turismo cultural*, Cuenca: Ediciones de la Universidad de Castilla-La Mancha.

GONZÁLEZ-VARAS, Ignacio (1999) *Conservación de bienes culturales. Teoría, historia, princios y normas*, Madrid: Cátedra.

MARTÍN GONZÁLEZ, J.J.: *Historia del Arte*, 2 vols. Ed. Gredos, Madrid 1990

MARTÍN GONZÁLEZ, Juan José (1986): *Las claves de la escultura. Cómo identificarla*. Col. "Las Claves del Arte" Sèrie "Géneros". Planeta. Barcelona.

PERELLÓ, Antònia Maria (1994) *Las claves de la arquitectura. Cómo identificarla.* Col. "Las Claves del Arte" Sèrie "Géneros". Planeta. Barcelona.

VV.AA.: Patrimonio del Mundo. UNESCO. 17 vols. i 4 Annexos

AAVV: Patrimonio de la Humanidad, UNESCO – Editorial Planeta. 8 vols*.

*AAVV (*2003)*: Historia Universal del Arte.* Editorial Planeta. Barcelona*.

PREHISTORICAL AND ANCIENT HISTORY

MALUQUER, J.: *La humanidad prehistórica*, Ed. Montaner y Simón, Barcelona 1973.

MICHALOWSKY, K.: *El arte del antiguo Egipto*, Ed. Akal, Madrid 1991.

RICHTER, R.: *El arte Griego*, Ed. Destino, Barcelona 1980.

STRUVE, V.V.: *Historia de la Antigua Grecia*. Ed.Akal, Madrid 1981.

HENING, M.: *El arte romano*, Ed.Destino, Barcelona 1983.

RAMIREZ, J.A*.: "El mundo antiguo", en Historia del Arte 2*, Ed. Alianza, Madrid 1996

MEDIEVAL

LAMBERT, E.: *El Arte gótico en España*, Ed. Cátedra, Madrid 1977

SUREDA, J.: *El gótic Català*, Ed. Hogar del Libro, S.A., Barcelona 1997

YARZA, J.: *Baja Edad Media. Los siglos del gótico*, Ed. Sílex, Col. Introducción al arte español, Madrid 1992

MODERN & CONTEMPORARY

MUNARI, C.: *Arte del mundo moderno*, Ed. Teide, Barcelona 1977.

ARGAN, G.C.: *El arte moderno*, 2 vols., Ed. Fernando Torres, París 1970, Valencia 1977

LACUESTA, R. Y GONZÁLEZ, A.: *Arquitectura modernista en Cataluña*, Ed. Gustavo Gili, Barcelona 1990

LECTURER'S TEXT DOSSIER (obligatory reading material). Additional material will be provided throughout the course in web format, aimed at clarifying and supporting class content.

VII. TEACHING METHODOLOGY

The course will have three distinct dynamics:

a) Master class sessions: Lecturer's presentation of the theoretical content of the program in a straight forward, systematic and organized way (students will find at the Virtual Campus the main slides on each topic). This methodology will be based on the students' participation in class; the lecturer will consider their contributions, reflections and doubts raised during the sessions.

b) Practice sessions: In the practice sessions inside or outside the class room lecturers will present some practical coursework to complete during the course aligned with the theoretical topics covered during the master class sessions. Outside, will be realize in the Barcelona city and it's compulsory.

c) Presentations of the work's team class group, in a session of PowerPoint or similar (according to a timetable agreed earlier this year). Students must perform a historical context, create a profile for the specific resource, its management and its value in use today and finally assesses websites that allow us to understand so clear appeal.

VIII. ASSESSMENT

Course assessment is as follows (NB: partial or total plagiarism will result in being awarded a Fail grade for the entire subject):

a) In-class delivery of a PowerPoint presentation (or similar) to class colleagues (weighting within final grade: 50%) *FEEDBACK*: the lecturer will publish the grade obtained—plus all relevant commentary—for each group on *Autònoma Interactiva*.

b) Individual work done throughout the course will represent 10% of the final grade (class attendance will also be considered within this section)

c) Two multiple-choice tests, representing 40%. This exam will consist of material covered by the theoretical and historical issues from course lectures, documents from the text dossier, guided visits done as class activities, and in-class presentations. *FEEDBACK*: the lecturer will publish the results on *Autònoma Interactiva*.

OBLIGATORY CONDITION FOR PASSING THE SUBJECT**:** successful completion of group work (2,5⁄5); individual work (0,5/1) and the overall assessment for the examinations (2/4).

IX. TIME PLANNING AND ORGANIZATION OF STUDENTS

TYPE	Activities	HOURS	ECTS	LEARNING OUTCOME
Guided activities	Theoretical classes	50	2	CE1.8; CE 3.7, CT6, CT11
	Case studies resolution	14	0,56	CE3.7; CE 17.6, CT1, CT6, CT11
	Presentation Works	16	0,64	CE1.8; CE3.7, CT4
Supervised activities	Attendance	12	0,48	CE 1.8; CE 3.7
	On line	12	0,48	CE 1.8; CE 3.7
Individual activities	Coursework preparation Study	14	0,56	CE3.7; CE17.6, CT1, CT10
	Case studies resolution	14	0,56	CE3.7; CE17.6, CT1, CT2
	Academic tutoring	18	0,72	CE 1.8; CE 3.7; CE17.6, CT1
TOTAL		150	6	

X. TEACHING PLANNING

WEEK	THEME	METHOD	HOURS
1	Introduction. Theme 1	Theoretical lecture + work	4+1
2	Theme 2	Theoretical lecture + work	4+1
3	Theme 3	Theoretical lecture + work	4+1
4	Theme 4	Theoretical lecture + Exam	3+2
5	Theme 5	Theoretical lecture + work	4+1
6	Theme 6	Theoretical lecture + work	4+1
7	Theme 7	Theoretical lecture + work	4+1
8	Theme 8	Theoretical lecture + work	4+1
9	Theme 9	Theoretical lecture + Exam	3+2
10	Presentations	Practice sessions	5
11	Presentations	Practice sessions	5
12	Presentations	Practice sessions + Summary	5

XI. ENTREPRENEURSHIP AND INNOVATION

It doesn't make sense the teaching of computer science without considering its innovative scope: each day, the dynamics of changes in the software force us to adapt our knowledge to different environments.

So, the course includes oral presentations in the classroom by students, encouraging communication skills of future tourism professionals and obviously to use all the software able for them. The guidelines for the individual coursework will be posted on the virtual campus and the lectures, which will also include presentation terms and assessment (if applicable). This method ensures the students will accustom to use all the resources offered through the virtual campus.