

Tourism and Heritage

Code: 104966
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OB	2	1

Contact

Name: Maria Abril Sellarés
Email: Maria.Abril@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Teachers

Xavier Carmaniu Mainadé

Prerequisites

There are no prerequisites

Objectives and Contextualisation

On completing this subject, students should be able to:

- Define the notion of tangible and intangible cultural heritage.
- Understand the value of cultural heritage in relation to the present.
- List the principal organs that work to support its effective conservation and management.
- Explain the potential represented by both tangible and intangible cultural heritage as an increasingly significant trend within cultural tourism.
- Identify selection and interpretation criteria that affect culture in this respect.
- Acquire basic historical and cultural knowledge from prehistorical to contemporary times in current-day Europe.
- Indicate the various touristic uses of heritage dealt with in practical case study.
- Apply a methodological, reflective and critical approach to the analysis of heritage (with a view to future professional praxis within cultural tourism).
- Demonstrate acquisition of the ability communicate in written and spoken form correctly.
- Correct use PowerPoint to structure an argumentative presentation.
- Integrate photography in a logical and justified manner within suitably argued verbal presentations

Competences

- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Develop a capacity for independent learning.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.

- Negotiate with different bodies on tourism development projects for particular areas and regions.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Self-assess the knowledge acquired.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Analyse and present heritage management and exploitation projects.
2. Apply the concepts of heritage management and tourism resource management.
3. Define and relate the basic principles of tourism in the field of heritage management and exploitation.
4. Develop a capacity for independent learning.
5. Plan and manage activities on the basis of quality and sustainability.
6. Plan, organise and coordinate a work team, creating synergies and showing empathy.
7. Self-assess the knowledge acquired.
8. Use communication techniques at all levels.
9. Work in a team.

Content

Topic 1. Cultural heritage and its relationship with tourism. Tangible and Intangible heritage. New trends in cultural tourism. World Heritage in Europe (UNESCO)

Topic 2. Prehistory. The birth of art. Great artistic sites from prehistory. Case analysis.

Topic 3. The Ancient World: From Greece to Rome. Case analysis.

Topic 4. The Medieval World: The Great Evolutionary Process. From the Romanesque to the Gothic. The MNAC. Case analysis.

Topic 5. The Modern Era: Europe in Upheaval. The Renaissance and the Baroque. Case analysis.

Topic 6. The Nineteenth Century. The Big Changes. Neoclassicism and Romanticism. Case analysis.

Topic 7. Modernism in Catalonia. Case analysis.

Topic 8. Contemporary Europe. The Vanguard. Case analysis.

Topic 9. Great painters and their relationship with Catalonia: Picasso, Miró i Dalí

Methodology

The course will have three distinct dynamics:

1. 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.
2. Practice sessions: In the practice sessions inside or outside the classroom lecturers will present some practical coursework to complete during the course aligned with the theoretical topics covered during the master class sessions.
3. 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.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	40	1.6	2, 3, 5, 6
Works	35	1.4	1, 2, 4, 5, 6
Type: Supervised			
Online Activities	12	0.48	2, 3, 4, 5, 9
Tutoring	12	0.48	1, 2, 4, 8, 6, 9
Type: Autonomous			
Study	35	1.4	1, 2, 4, 7

Assessment

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

1- Assessment Continuous Evaluation:

1. 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*. (class attendance will also be considered within this section)
2. Individual Research work done throughout the course will represent 10% of the final grade.
3. 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*.

2- Assessment Unic Evaluation:

The student will have to done a work that will determine the teacher as well as a final exam. The student within the tutorial schedule of the teacher will have to request a meeting to specify the bases of this work, having a deadline for the meeting until the end of January. (Partial or total plagiarism will result in being awarded a Fail grade for the entire subject)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral Presentations, Works	50%	8	0.32	1, 2, 5, 6, 9
Partial Exams	40%	4	0.16	3, 7
Research Work, Outside	10%	4	0.16	2, 4, 8, 6, 9

Bibliography

General Bibliography

- 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, principios 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.

Specific Bibliography

- 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
- LAMBERT, E.: *El Arte gótico en España*, Ed. Cátedra, Madrid 1977
- SUREDA, J.: *El gòtic Català*, Ed. Hogar del Libro, S.A., Barcelona 1997
- YARZA, J.: *Baja Edad Media. Los siglos del gòtico*, Ed. Sílex, Col. Introducción al arte español, Madrid 1992
- 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