Didactic Mediation of Language and Creation of Literary-Tourism Products

Code: 44171
ECTS Credits: 6

Degree	Type	Year	Semester
4316837 Tourism Management in Cultural Heritage	OB	1	1

Contact

Name: Maria Abril Sellarés

Email: Maria.Abril@uab.cat

Other comments on languages

Només un 10% del total

Use of Languages

Principal working language: spanish (spa)

Teachers

Rossend Arqués Corominas

María José Aguar Martínez

Cecilio Garriga Escribano

Jane Anderson

Santiago Tejedor Calvo

Prerequisites

There are no prerequisits

Objectives and Contextualisation

The objective of this module is twofold, on the one hand, to adapt literary discourses to the new tourist proposals, as well as to the variety of resources (authors, characters, emblematic places) that generate attractiveness beyond their own main purpose, and on the other to advance the learning of written and oral communication, from the perspective of the correct use of the language in its application in tourism. In this way the contents offer the necessary tools for the acquisition of skills for the management and understanding of literary texts, as well as the use of appropriate language in their application in the tourist discourse

Competences

- Analyse the value of arts, humanities and social sciences applied to tourism.
- Be able to continue the learning process autonomously
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Create multilingual expositive discourses interrelating the tourist content of cultural heritage with the arts and humanities.

- Design tourist products adapted to regional spaces using both tangible and intangible cultural heritage resources.
- Manage and develop original contributions in the framework of theoretical research and/or practical application.

Learning Outcomes

1. Analyse and evaluate the literary works that form part of new cultural tourist products.
2. Be able to continue learning autonomously.
3. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
4. Evaluate new communicative dimensions offered by the digital revolution applied to tourist heritage resources.
5. Explain the criteria and procedures for adapting a work of literature to a cultural-tourist activity.
6. Manage and develop original contributions in the framework of theoretical research and/or practical application.
7. Programme cultural heritage activities based on manifestations of language and literature.
8. Recognise the different components of travel literature and its relation to cultural heritage for tourism.
9. Recognise the value of language and literature as transmitters of cultural identity in a region.
10. Select and evaluate texts and oral resources (audios, videos, etc.) as tools to bring the public closer to cultural tourism.
11. Use bibliographical information to provide information about cultural heritage and in proposals for tourist products.

Content

The main contents refer to:

- Both Tourism and Language: The lexicon specialized in tourist issues related to tangible and intangible heritage. Phraseology and culture. Translation, and dictionaries related to tourist activity. Tourism and the internet, the characteristics of the language on the network. Traveler blogs.
- As to Tourism and Literature: Literary tourism, history of the book, and the revision of the current situation of the book as an axis for heritage tourism products. Coffee as a literary place, literary parks, book and bond with visitor - reader. Author literature connected to the territory. Places associated with the lives of the authors, and the characters of literary works, as well as the territory where the work is produced, both locally, nationally and internationally.
- With special emphasis on literary routes: The author, the work, reality and fiction as axes for a tourist heritage product adapted to the needs of cultural tourists.

Methodology

The teaching methodologies to be used in this module will be a combination of:

- Exhibition classes
- Classroom and out-of-the-classroom practices
- Visits to cultural management companies, fieldwork outings*
- Tutorials
- Reading articles, reports and books of interest
- Personal study

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Classroom	26	1.04	5, 2, 9, 11
Type: Supervised			
Tutoring	23.5	0.94	1, 5, 3, 10, 4
Type: Autonomous			
Study	72.5	2.9	5, 6, 7, 2, 9, 8, 10, 11
Workshop	22	0.88	1, 6, 2

Assessment

The evaluation system is based on:

- Obligation of classroom assistance with a minimum of 80%
- Work Delivery
- Oral Defence of the Works
- Synthesis Tests

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	20%	0	0	5, 3, 2, 4
Oral Presentation Works	35%	4	0.16	1, 3, 2, 8, 4
Synthesis Tests	10%	2	0.08	1, 5, 7, 9, 8, 11
Work delivery	35%	0	0	6, 9, 10, 11

Bibliography

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