UAB
Universitat Autònoma de Barcelona

2020/2021

Instruments of Regional-Heritage Tourism Management

Code: 44169
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Francesc Romagosa Casals

Email: Francesc.Romagosa@uab.cat

Other comments on languages

Només un 10% del total

Use of Languages

Principal working language: spanish (spa)

Teachers

Maria Abril Sellarés

Francesc Romagosa Casals

Esteve Dot Jutgla

Asunción Blanco Romero

Prerequisites

There are not prerequisites

Objectives and Contextualisation

The objective of this module is to deepen the conceptual framework that links tourism, heritage and territory, where this relationship is developed in order to acquire skills necessary for its correct management. A relationship that needs the following contents to be properly developed: to provide advanced knowledge of the structure and segmentation of tourism activity by applying it to the specific field of arts and humanities to develop knowledge management on existing heritage resources in the territory. At the end of the day, the contents also include the necessary tools to deepen the analysis of tourism demand in the cultural field, the application of new technologies (E-tourism) on territorial supply and its heritage resources. As well as, develop the interpretative frameworks that are best adapted to heritage resources, thus achieving the proposal of new tourist products adapted to the heritage and the territory in a sustainable and accessible way.

Competences

- Analyse heritage resources and the characteristics, dimension and impact of tourism activity on a regional level, both nationally and internationally.

- Analyse the value of arts, humanities and social sciences applied to tourism.
- Assume responsibilities and decisions critically and 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.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Promote the use and management of heritage resources as a tourist product.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse the heritage of a specific region to establish the most appropriate strategies for promoting it , on both a national and international scale.
2. Apply social dynamics linked to heritage resources for tourism in the profession of tourist guide in a region.
3. Assume responsibilities and decisions critically and autonomously.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Describe the main theoretical and methodological contributions in the existing relationships between tourism, humanities and territory.
6. Identify sources of information on current tourist affairs and its demand related to regional tourism management on a national and international scale.
7. Identify the bases on which the interpretation of heritage is based to apply them to the promotion of the use of heritage resources for tourism.
8. Identify the characteristics, motivation and expectations of tourist demand in the regional in which it is produced.
9. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
10. Propose and describe tourist content relating to heritage with strategies for local sustainable development.
11. Propose expositive forms linked to new technologies to obtain smoother and more effective communication in the promotion of tourist heritage resources.
12. Relate the social representativeness of tourist heritage resources to tourism-cultural motivations.
13. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

The contents of this module are as follows:

1. Tourism and Territory. The tourist system and the image of the destinations and resources of the 21st century. The impacts that tourism currently has on the territory and heritage and how it evolves towards a more sustainable and responsible tourism when it comes to managing the knowledge that is referred to both.
2. Guidance in the territory: the interpretation of the heritage and the territory where this heritage is located. The value of the guide figure as a quality element, as well as the most modern interpretive instruments.
3. E-tourism and the application of new technologies, with special emphasis on the needs of a totally changing and experience demand.
4. The methodologies and theories that can be applied in the relationship tourism - arts and humanities - territory

Methodology

The teaching methodology to be used will be a combination of exposition classes, classroom and out-of-classroom practices, cooperative learning, tutorials, article readings, reports and books of interest and group dynamics

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	26	1.04	2, 5, 8, 10, 12, 13
Type: Supervised			
Tutoring	23.5	0.94	3, 11, 9
Type: Autonomous			
Study	72.5	2.9	1, 7, 4
Workshop	22	0.88	1, 6, 10

Assessment

The evaluation system is based on:

1. Obligation of classroom assistance with a minimum of 80%
2. Work Delivery
3. Oral Defence of the Works
4. Synthesis Tests

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	20%	0	0	2, 3, 7, 11, 4, 13
Oral Presentation Works	35%	4	0.16	2, 5, 9, 4, 12
Synthesis Tests	10%	2	0.08	5, 8, 6, 12
Work delivery	35%	0	0	1, 3, 6, 11, 10, 9, 4

Bibliography

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