![UAB - Universitat Autònoma de Barcelona]

2022/2023

Cultural Heritage Management

Code: 101219
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	2

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Prerequisites

There are not prerequisites

Objectives and Contextualisation

- Identify the different typologies and uses of Cultural Heritage
- Approach to Cultural Heritage in a direct way through Interpretation
- Value the Cultural Heritage from the perspective of the different institutions that deal with it.
- Know, analyse, and apply the methods and techniques related to the interpretation, diffusion and dynamization related to Cultural Heritage
- Understand the role of heritage as an element of social strategies: inclusion, migration management, groups at risk of exclusion, among others.
- Value the role of information and communication technologies, mobile devices and social networks in the conservation, management and dissemination of heritage

Competences

- Behave responsibly towards the environment.
- 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. Behave responsibly towards the environment.
4. Define and relate the basic principles of tourism in the field of heritage management and exploitation.
5. Develop a capacity for independent learning.
6. Plan and manage activities on the basis of quality and sustainability.
7. Plan, organise and coordinate a work team, creating synergies and showing empathy.
8. Self-assess the knowledge acquired.
9. Use communication techniques at all levels.
10. Work in a team.

Content

In order to get closer to the objectives set, the thematic contents of the course are as follows:

1. Cultural Heritage: concept, evolution and transformation
2. Public and private management of Cultural Heritage in the different existing models.
3. Evolution of Cultural Heritage through ICT, techniques, elements and social networks.
4. Cultural Heritage as a tool for socio-cultural transformation and territorial development.
5. The actual and potential publics of Cultural Heritage

Methodology

In the teaching of this subject, theory and practice are merged. In order for learning to develop correctly, students will have an active participation inside and outside the classroom. In this way, conceptual and practical topics are seen in the workshops and visits planned. This implies an active participation, as the students will become the protagonist of their own learning process.

The Moodle virtual campus platform will be the basic tool for this learning process, and will also be the communication instrument between teachers and students and vice versa. In this virtual space, in addition to uploading the syllabus of the subject, debates will take place, where students will have the material visible, the links of interest, the tasks to be carried out (individually or collectively) and where they will be able to know their evolution both qualitatively and quantitatively.

Note: 15 minutes of a class, within the timetable established by the centre/qualification, will be set aside for students to complete the teacher evaluation and subject/module evaluation surveys

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Directed	50	2	2, 4, 3, 5, 9, 6, 10
Type: Supervised			
Supervised	10	0.4	1, 2, 6, 7, 8, 10
Type: Autonomous			
Study	43	1.72	1, 4, 3, 5, 6, 7, 8, 10
Tutoring	14	0.56	2, 5, 6, 8

Workshop	20	0.8	1, 2, 3, 9, 7, 10	

Assessment

This subject has only one system to assessment: Continuos Evaluation. There is not a Final Exam. In order to obtain the accreditation of the mark, it is also necessary to attend 80% of the classes.

On the other hand, the evaluation is carried out in the following way:

1. One multiple-choice test representing 20%. This exam will consist of material covered by the theoretical and recently issues from course lectures, documents from articles, the lecturer will publish the results on *Autònoma Interactiva*.
2. Heritage visit with student's work, representing 35% (it will be done during the visit)
3. In class delivery the results of the different workspos representing 35%
4. Finally, the importance to attendance and participate in class representing 10%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	10%	0	0	9, 7, 10
Heritage visits	35%	6	0.24	1, 2, 3, 5, 6
Multiple-choice test	20%	1	0.04	4, 8
Workshop	35%	6	0.24	2, 5, 9, 6, 7, 10

Bibliography

General Bibliography

BALLART J.;JUAN TRESERRAS, J. (2010) La gestión del patrimonio cultural. Barcelona. Ariel

CALLE VAQUERO,M. (2002) La ciudad histórica como destino turístico. Barcelona. Ariel

CANO DE MAUVELLIN, J.M. (2005) Turismo cultural. Manual del gestor del patrimonio. Córdoba

QUEROL, Mª.A. (2010) Manual de Gestión del Patrimonio Cultural. Madrid. Akal.

Specific Bibliography

CHOAY, F. (2007) La alegoria do patrimonio. Barcelona.

FONT SENTÍAS, J. et al. (2004) Casos de Turismo Cultural: de la planificación estratégica a la gestión del producto. Barcelona. Ariel

MATEOS RUSILLO, S.M. (COORD) (2008). La comunicación global del patrimonio cultural. Gijón. Trea

COMISIÓN EUROPEA, Dirección General de Empresa, Unidad de Turismo (2003): El patrimonio natural y cultural como factor de desarrollo del turismo sostenible en los destinos turísticos no tradicionales. Oficina de Publicaciones Oficiales de las Comunidades Europeas. Luxemburgo

VELASCO GONZÁLEZ, M. (2009) Gestión turística del patrimonio cultural: enfoques para un desarrollo sostenible del turismo cultural. En Cuadernos de Turismo, nó 23, 237-253

Webgraphy

https://www.hispanianostra.org

www.revistaamericapatrimio.org

www.pasosonline.org

www.unwto.org

www.unesco.org

www.international.icomos.org

Software

Moodle and Microsoft Teams