

**Cultural Heritage Management**

Code: 101219  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	2

## Contact

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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

## Prerequisites

There are not prerequisites

## Objectives and Contextualisation

- To recognize the different typologies and uses of Cultural Heritage
- To approach Cultural Heritage in a direct way through Interpretation
- To enhance the value of the Cultural Heritage from the perspective of the different institutions that deal with it.
- Know, analyze, 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, and 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 public/ audiences of Cultural Heritage

## **Methodology**

Languages of teaching

This course will be taught in Spanish

Elements

1- For the teaching of this subject, both theory and practice will be merged. In order for learning to develop correctly, students will have to show a proactive attitude. Thus, conceptual issues and practices will be seen in the workshops and visits that are foreseen, which implies active participation, as students will become the protagonist of their own learning process.

2- The Moodle virtual campus platform will be the essential 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, links of interest, the tasks to be carried out (individually or collectively), and where they will be able to know their qualitative and quantitative evolution.

Note: 15 minutes of a class, within the timetable established by the center/title, 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	48	1.92	2, 4, 3, 5, 9, 6, 10
Type: Supervised			
Supervised	11	0.44	1, 2, 6, 7, 8, 10
Type: Autonomous			
Study	33	1.32	1, 4, 3, 5, 6, 7, 8, 10
Tutoring	14	0.56	2, 5, 6, 8
Workshop	30	1.2	1, 2, 3, 9, 7, 10

## Assessment

### Continuous Assessment System

1. There is an exam which represents 20% of the mark. The exam will integrate the theoretical part, articles, and contemporary documents. The lecturers will publish the marks on Moodle.
2. The visits to the Heritage with activities for the student represent 35% of the overall grade of the course (these activities will be carried out at the same time as the visits).
3. Elaboration and implementation of the workshops will represent 35% of the overall grade of the course.
4. Finally, participation will account for 10% of the grade. To obtain this 10%, the student must attend 80% of the workshops and heritage visits.
5. In order to pass the course, students must obtain an average mark of at least 5 out of 10.

- 1a) Final Exam

In the case that the continuous evaluation is suspended, a final exam will have to be done with the resolution of 3 of the workshops carried out throughout the course. The date will be the one established based on what is planned by the official program of the School (EUTDH)

- 1b) Reassessment of continuous assessment

A reassessment is foreseen for students who, not having passed the subject, have obtained more than a 3.5 in the planned exam. The date will be the one established based on what is planned by the official program of the School (EUTDH)

### 2) Single Assessment:

- Students who cannot take the continuous assessment have the option of taking a single exam. It will be necessary to inform both the academic secretary and the professor that said student is taking

advantage of the single assessment system on the date specified in the official program of the School (EUTDH).

- The exam will be based on the scheduled academic date within the official program of the School (EUTDH) and will be based on a set of practical cases as well as on the theory that will be found in the reference books indicated in this teaching guide.
- The exam will have a value of 100% To pass you must obtain a score of 5 out of 10

#### 2a) Reassessment:

"The recovery of the subject by single evaluation will be the same as that of the rest of the students coming from continuous evaluation, in addition it will be necessary that they have obtained at least a 3.5 in the set of evidences carried out in this single evaluation"

Note: partial or total plagiarism, in any of the works, will mean the non-accreditation of the subject.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	10%	0	0	9, 7, 10
Exame	20%	2	0.08	4, 8
Heritage visits	35%	6	0.24	1, 2, 3, 5, 6
Workshop	35%	6	0.24	2, 5, 9, 6, 7, 10

## Bibliography

### General Bibliography

Garcia Morales, M<sup>a</sup> Victoria; Soto Caba, Victoria, Martínez Pino, Joaquín (2017) El estudio del Patrimonio Cultural. Ed. Universitaria Ramon Areces

Sánchez Fernández, M<sup>a</sup> Dolores, Azpelicueta-Criado, M<sup>a</sup> del Carmen, Abril-Sellarés, Maria (2019) Religious Tourism and Accessibility: Cathedrals of Palma and Barcelona en Socio-economic Impacts of Religious Tourism and Pilgrimage. IGI-Global DOI: 10.4018/978-1-5225-5730-2.ch018

Hernández Rojas, Ricardo D. (dir) (2022) La gestión turística del patrimonio: una visión multidisciplinar. Ed. Aranzadi, S.A.U. (Navarra)

Gómez Villa, Jose Luis, Espino Hidalgo, Blanca del (2022). Guía básica para el uso, la gestión y la intervención en el patrimonio cultural de Andalucía. España: Consejera de Turismo, Cultura y Deporte.

### Specific Bibliography

Querol, Maria Ángeles (2020) Manual de gestión del patrimonio cultural. Akal

### Web-sites

A good website to see how wealth management works is: <https://proyectosculturales.eu> (review june 23)

## **Software**

Moodle and Microsoft Teams