

**Social, Economic and Anthropological Strategies for
Tourism Management in Cultural Heritage**

Code: 44173
ECTS Credits: 6

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

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.

Teachers

Isabel Graupera Gargallo

External teachers

Ramón Castells Ros

Victòria López

Prerequisites

There are no prerequisites

Objectives and Contextualisation

This module has a dual objective. First, to equip students with rigorous references from both anthropology and some fields of social sciences such as sociology, marketing and economics for incorporation into the tourist offer. On the other, offer students methods and tools to be able to carry out tourism projects (sociological, commercial and economic analyses) both within the framework of an organization, as well as in its independent professional practice. At the time, the contents also include the necessary tools to deepen the potential of social anthropology for the analysis of the tourist phenomenon associated with cultural heritage.

Competences

- Analyse different cultural projects of public and private institutions in relation to cultural heritage for tourism.
- Analyse the value of arts, humanities and social sciences applied to tourism.
- 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.
- Manage and develop original contributions in the framework of theoretical research and/or practical application.
- Promote the use and management of heritage resources as a tourist product.
- Work both individually and in interdisciplinary teams.

Learning Outcomes

1. Apply different types of discourse existing in the society of tourist consumption for the promotion of heritage resources.
2. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
3. Demonstrate professional sensitivity toward the reality of sustainable and accessible tourism, as well questions of vulnerability and social exclusion.
4. Describe the main elements of the history of anthropology and the evolutionary processes of the main theories.
5. Design discursive proposals for the interrelationship between tourist resources and visitors.
6. Evaluate tourist projects from a social, economic, anthropological and marketing point of view.
7. Identify the origin and development of social and cultural anthropology for analysing the tourist sector.
8. Identify the way in which cultural institutions manage and work with tourist resources through figures of sponsorship and donorship.
9. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
10. Interpret heritage sites to adapt the discourse to the different publics that visit them.
11. Manage and develop original contributions in the framework of theoretical research and/or practical application.
12. Present social, economic and anthropological criteria for the aims and objectives of heritage sites.
13. Relate social, economic and cultural processes in the past with the those in the present and make them comprehensible to a varied audience.
14. Show the use of heritage sites as a means of promoting social, economic and anthropological development.
15. Use the basic methodology of anthropology and sociology to plan new intercultural projects and integrate tourist activity in society.
16. Work both individually and in interdisciplinary teams.

Content

The module contents refer to:

Both Anthropology and the tourist consumption of heritage: To deepen the potential of anthropology for the analysis of the cultural tourist phenomenon. Use of participating observation tools and application of anthropological research techniques. Theoretical tools of anthropology applied to cultural tourism: ritual, consumption and cannibalism. Taxonomies of cultural tourists and cultural tourism, as well as the various functions of cultural tourism from a social and anthropological point of view.

As to anthropology, cultural tourism and cultural institutions and companies: The understanding of time and space in the creation of cultural tourism: authenticity, ethnicity and acculturation. Cultural heritage and its commodification, consumer tourists versus their hosts the creators of products (institutions and companies). Institutions, foundations, patronage, cultural tourism companies, laws that cover and protect heritage

Also to the sociology and analysis of the environment and segment of the market to which a cultural tourism project is directed: Relevant studies on the preparation, dissemination of heritage treatment in museum spaces and interpretation centres and the profiles of visitors. Accessible and sustainable tourism as a tool of social inclusion.

As well as marketing as a tool for defining a cultural heritage tourism project: Tools for an analysis of social and economic costs and benefits around a cultural tourism project. Generation and validation of the "idea" for the development of a cultural heritage tourism project. The market to which to target both real and potential. Instruments for the visualization of a project and for the management of tourism projects. Analysis of the organizational and financial aspects to be taken into account for its perfect execution.

Methodology

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

- Exhibition classes
- Visits to cultural management companies, fieldwork outings*
- Tutorials
- Reading articles, reports and books of interest
- cooperative learning

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			
Classroom	26	1.04	1, 4, 5, 7, 8, 9, 10, 13, 15
Type: Supervised			
Oral Presentations, Works	23.5	0.94	2, 3, 6, 12, 13
Workshop	22	0.88	2, 6, 11, 15, 16
Type: Autonomous			
Study	72.5	2.9	3, 4, 5, 7, 9, 10, 12, 14, 16

Assessment

The evaluation system is based on:

- Obligation of classroom assistance with a minimum of 80% and active participation
- Work Delivery

- Oral Defence of the Works
- Synthesis Tests

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation	20%	0	0	1, 2, 3, 8, 12, 16
Oral Presentations, Works	35%	4	0.16	1, 4, 6, 9, 10, 11, 13, 14, 15
Synthesis tests	10%	2	0.08	1, 4, 7, 8, 12, 13, 14
Works delivery	35%	0	0	2, 5, 7, 11, 12, 14

Bibliography

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Software

At Moodle Platform