UAB
Universitat Autònoma de Barcelona

Instruments of Regional-Heritage Tourism Management

Code: 44169
ECTS Credits: 6

2025/2026

Degree	Type	Year
Tourism Management in Cultural Heritage	OB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

There are not prerequisites

Objectives and Contextualisation

The aim of this module is to deepen the conceptual framework that relates tourism, heritage and territory, where this relationship develops in order to acquire the necessary skills for its proper management. A relationship that needs the following contents to be developed properly: to provide advanced knowledge of the structure and sectorialisation of tourism activity, applying it to the specific field of the arts and humanities in order to develop the management of knowledge about the heritage resources existing in the territory. At the same time, the contents also contemplate the necessary instruments to deepen the analysis of the cultural tourism demand, the application of new technologies (e-tourism) on the territorial offer and its heritage resources. As well as developing the interpretative frameworks that are best adapted to the heritage resources, thereby achieving the proposal of new tourism 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. Enogastronomy, new ways of understanding tourism and the impacts it has on the territory.
3. Smart tourist destinations 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

Activities and Methodology

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

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, workshop and group dynamics

The language to be used will be Spanish.

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.

Assessment

Continous Assessment Activities

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

The evaluation system is based on:

1. Active participation in class is worth 20% of the overall mark for the module (participation includes the need for 80% attendance).
2. Submission of assignments, workshops, specialised outings: 35% of the overall mark for the module
3. Oral defence of assignments, 35% of the overall mark for the module.
4. Synthesis Tests: 10% of the overall mark for the module.

Bibliography

Basic references

BLANCO, Asunción et al. (2021). *Diccionario de Turismo*. Ed. Cátedra. Madrid.

COHEN, Carolina & BENSENY, Graciela (2016). Turismo y Territorio. Un abordaje teórico desde los conceptos: recursos territoriales y atractivos turísticos. In Lan, Diana, (Ed.), *Geografías en diálogo. Aportes para la reflexión* (pp.35-41). Buenos Aires.

CANOVES, Gemma; BLANCO-ROMERO, Asunción; PRAT, JM. & VILLARINO, M. (eds.) (2017). *Turismo de interior en España. Productos y dinámicas territoriales.* Publicaciones de la Universidad de Valencia, Valencia.

CANOVES, Gemma & LOPEZ-PALOMEQUE, Francisco (eds). (2014). *Turismo y territorio. Innovación, renovación y desafíos.* Ed. Tirant lo Blanch. Valencia.

PRIESTLEY, Gerda. & ROMAGOSA, Francesc (dirs.) (2013). *Nuevos horizontes en la gestión del turismo.* EUTDH - UAB, Bellaterra.

VERA, José Fernando (coord.) (2011). *Análisis territorial del turismo y planificación de destinos turísticos.* Ed. Tirant lo Blanc, València.

Complementary references

HERMOSILLA PLA, Jorge et al. (2017). *Guía para la elaboración de planes de desarrollo territorial turístico.* Universitat de Valencia

OCHOA Fredy A. & MORALES BETANCOURT, Diana (2016). *Tejiendo el Territorio. Lineamiento para la construcción dle turismo desde lo local.* Universidad Externado de Colombia

Software

In moodle platform

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	afternoon