UAB
Universitat Autònoma de Barcelona

Work Placement

Code: 44175
ECTS Credits: 12

2025/2026

Degree	Type	Year
Tourism Management in Cultural Heritage	OB	1

Contact

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Teachers

Gestió de Les Pràctiques i la Borsa de Treball de Fuab Formació

Teaching groups languages

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

Prerequisites

There are no prerequisits

Objectives and Contextualisation

This module offers students the possibility to carry out the knowledge acquired in the master's degree. It therefore allows the operational integration of the knowledge, skills and skills acquired and their application in professional activities related to the Cultural Heritage. The student will be able to expand their competence to design a professional path adapted to their needs and the needs of the sector. Internships consist of 300 hours in organizations and/or companies in the sector with the supervision of a tutor in that organization or company, in addition to the follow-up of the university tutor.

Competences

- Assume responsibilities and decisions critically and autonomously.
- 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.

- Manage the information presented in different heritage space and adapt it to the different groups that visit them.
- Promote the use and management of heritage resources as a tourist product.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Work both individually and in interdisciplinary teams.

Learning Outcomes

1. Adapt strategies for the communication of heritage resources to tourists using taking into account the cultural diversity of the audiences.
2. Apply the technical and/or conceptual tools acquired in the professional environment of the company or institution managing cultural heritage.
3. Assume responsibilities and decisions critically and autonomously.
4. Develop social skills to work in teams to manage heritage resources for tourism.
5. Draw up tourist projects for heritage sites, using criteria for sustainability and accessibility as fundamental values.
6. Give content to heritage sites in keeping with the environment in which they are found.
7. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
8. Manage and develop original contributions in the framework of theoretical research and/or practical application.
9. Participate in the creation tourist products adapted to the regional area in which they will take place.
10. Recognise the different communication skills that enable communication among managers of heritage and its visitors.
11. Respond to the situations, problems and requirements of professional development.
12. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
13. Work both individually and in interdisciplinary teams.

Content

The content of the practices refers to:

Observation of the participant and development of collaborative work with cultural entities, taking into account the needs contemplated by the participating entities and applying the specific content required by such collaboration.

To understand from the company's own gear the mechanisms of management, design, marketing, value, of the different tourist business issues related to heritage issues. This knowledge will allow students to face clients and other areas of competence totally different from academics, thus leaving being a passive agent to become an active agent.

Activities carried out by the student in a context related to the exercise of a profession, for a certain period and performing the assigned and envisaged functions in the proposal of internships.

The contents of day-to-day work in companies and institutions in the cultural sector

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Theoretical practical classes	120	4.8	1, 2, 4, 11, 6, 5, 8, 9, 12, 10
Type: Supervised			
Tutorials	147	5.88	3, 4, 11, 6, 5, 8, 12, 7, 10, 13
Type: Autonomous			
Study	23	0.92	1, 2, 4, 9, 12, 13

The teaching methodologies for this module are:

- Classroom and out-of-the-classroom practices
- Cooperative learning
- Tutorials

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
Participation in Meeting: Center - Company	5%	2	0.08	11, 8, 7, 10
Practice Report	20%	3	0.12	1, 2, 4, 11, 6, 5, 9, 10
Progress Report	75%	5	0.2	3, 8, 12, 7, 13

The evaluation system of this module shall be based on:

- The Progress Report made by the professional internship tutor
- The student's practising memories
- Active participation in the Center and Company meeting

Bibliography

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Donaire, J.A. (2008). Turisme Cultural. Entre l'experiència i el ritual. Girona. Vitel·la.

Priestley, G.K.; Llurdés i Coit, J.C. (2007). Estrategia y gestión del turismo en el municipio. Bellaterra. UAB.

Repetto Talavera, Elvira.; Pérez-González, J.C. (2007). Formación en competencias socioemocionales a través de las prácticas en la empresa. Revista Europea de Formación Profesional. Núm.40/2007/1

Sabaté, X.; Basora, X.; Romero-Lengua, J. (2007). Turisme sostenible: experiències europees aplicables a Catalunya. Barcelona. Generalitat de Catalunya

Software

At Moodle Platform

Groups and Languages

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