

**COURSE DATA****Data Subject**

Code	35121
Name	Cultural heritage
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	3	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	4	Second term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	18 - Cultural heritage	Obligatory
1926 - D.D. in Tourism-Business Management Administration	5 - Asignaturas de cuarto curso	Obligatory

Coordination

Name	Department
ALBERT RODRIGO, MARIA JOSE	330 - Sociology and Social Anthropology

SUMMARY

This subject should provide a general vision of the Cultural Heritage to the students, training them to understand the relationship between tourism and heritage, for the knowledge of heritage activation processes and for the introduction of heritage. The subject is aimed at students who have not yet had any specific subject on heritage, although they have received two previous training courses in the Tourism degree where they have received different training related directly to the contents of the subjects.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Although no prerequisite is required to take the subject, it is recommended to have previously studied the subject of Introduction to Sociology.

OUTCOMES

1317 - Degree in Tourism

- Understand the principles of tourism: its spatial, social, cultural, political, labour and economic dimensions.
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

LEARNING OUTCOMES

- Understanding the principles and social dimensions of tourism.
- Understanding the dynamic nature of tourism and the new leisure society.
- Understanding the modern global society as a context of contemporary tourism.
- Understanding the value of cultural heritage in tourism.
- Knowledge of cultural heritage management.

DESCRIPTION OF CONTENTS

1. Theme 1

Modernity, globalization and cultural heritage

2. Theme 2

The cultural dimension of society.

**3. Theme 3**

The socio-historical construction of cultural heritage.

4. Theme 4

The activation of cultural heritage.

5. Theme 5

The globalization of cultural heritage and tourism.

6. Theme 6

The ethnological heritage.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	4,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	16,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teaching methodology that we propose will be dynamic and will be based on the principle that the teaching-learning methods are more effective if they are diversified and complemented to obtain the activation of all the potentialities of the students.

This system will be used in all sessions, except those that are scheduled to perform specific practices (Practices 1-6) in which the entire time of the session will be used.



The master class will be given with the support of PowerPoint presentations and the Virtual Classroom. After each session of theoretical work, a turn of words will be opened to clarify the doubts arising with the contents exposed in class. Once the questions are completed, those concepts that have been shown to be doubtful and that are considered strategic will be reinforced. To reinforce or complement the contents exposed in the theoretical sessions, students will be provided with two readings of support for each of the teaching units, from which they must choose one to present a brief critical comment or conceptual map. This work will favour the analytical reading, relation of concepts, development of a critical thought and the construction of knowledge. The readings will be one of the activities that will be developed after the master class. All the readings will be available on the first day of class in the Virtual Classroom, in the resources section, or in the same will be indicated where it is available.

The practical will occupy twelve complete sessions structured in two large blocks (depending on the place of its realization) distributed throughout the semester. In the first block, the practices that can be carried out in the classroom will be developed and in the second, practices will be carried out outside the classroom (field work). The objective of these exercises will be to ensure that students are able to relate what is presented in the lectures, from an academic, conceptual and critical point of view.

Finally, throughout the course, it will be recommended and motivated the attendance to different courses, conferences, congresses, exhibitions, etc. whose participation may be taken into account in the final evaluation, after submitting a review.

EVALUATION

Following the line proposed for the teaching methodology, the proposed evaluation system will be highly dynamic and focused on a continuous assessment with multi-criteria to achieve a qualification of the student that considers all the activities developed inside and outside the classroom.

The strategy will focus on using different evaluation methods that complement their effectiveness and allow assessing both the knowledge learned and the skills and abilities acquired. Therefore, the proposal will be modelled following, on the one hand, the objectives to be covered in the subject and, on the other, balancing the weights according to the percentages set in the methodological teaching-learning system described above.

In short, this proposal aims to implement a continuous assessment taking into account all the factors involved in the training of students and the level of intensity with which the assessment techniques address each type of learning outcomes. For this reason, to be able to access the evaluation by course, a minimum class attendance will be a prerequisite and all the theoretical and practical exercises proposed will be presented.

Distribution:

Objective test (examination) 60%

Practical activities 40%. At the beginning of classes the teacher will specify which practical activities are RECOVERABLE and which are NOT RECOVERABLE.



REFERENCES

Basic

- Hernández et al. (2005). La memoria construida. Patrimonio cultural y modernidad. Tirant lo blanc
- Prats, LL. (1997). Antropología y patrimobio. Ariel.
- Ballart, J. (2002). Patrimonio histoórico y arqueológico. Valor y uso. Ariel

Additional

- González Varas, I. (1999). Conservación de bienes culturales: teoría, principios y normar. Caátedra.
- Aguilar Criado, E. (coord.)(1999). Patrimonio etnológico. Nuevas perspectivas de estudio. Instituto Andaluz de Patrimonio Histórico.
- Hernández Hernández, F. (2002). El patrimonio cultural. La memoria reciuperada. Trea.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

Grado en Turismo y doble grado en TADE

1. Continguts / Contenidos

Se mantienen los contenidos inicialmente recogidos en la guía docente

2. *Volumen de trabajo y planificación temporal de la docencia*

Reducción del peso de unas actividades y sustitución por otras manteniendo el volumen de trabajo que marca la guía docente original.

Sesiones programadas en las mismas fechas y horas con la misma duración.

3. Metodología docente

La modalidad de las clases para los estudiantes dependerá de las condiciones sociosanitarias y de las restricciones establecidas por las autoridades competentes.

En caso de docencia no presencial las clases se impartirán por videoconferencia preferiblemente síncrona mediante Blackboard Collaborate, Teams, Skype o la herramienta que el profesor considere adecuada



para optimizar el proceso de enseñanza-aprendizaje del estudiante en el horario fijado para la asignatura y el grupo.

En caso de docencia semipresencial, esta consistirá en la asistencia rotatoria por semanas del alumnado con presencia en aula en turnos según el apellido. Los alumnos de la A a la L acudirán una semana al aula, mientras que el resto, de la M a la Z recibirá docencia desde casa a través de diferentes metodologías docentes. La semana siguiente a la inversa.

- Subida de materiales al Aula Virtual
- Videoconferencia síncrona BBC
- Tutorías mediante videoconferencia
- Forum en Aula Virtual

4. Avaluació/4. Evaluación

Adición de actividades de evaluación continua

Incremento del peso en la nota final de la evaluación continua, de manera que la evaluación continua pasará a tener un valor de 5 puntos, frente a los 4 puntos previstos inicialmente. El desglose de las actividades prácticas será especificado por el profesor/a. Los 5 puntos restantes se evaluarán mediante una prueba final (que explicará la profesora directamente a los alumnos).

5. Bibliografía

La bibliografía se mantiene pues es accesible