

**COURSE DATA****DATA SUBJECT****Code:** 35121**Name:** Cultural heritage**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	3	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Cultural heritage	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de cuarto curso	COMPULSORY

COORDINATION

ALBERT RODRIGO MARIA JOSE

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.



COMPETENCES / LEARNING OUTCOMES

1317 - Degree in Tourism

Know the main initiatives to enhance cultural heritage.

Understand the characteristics of cultural heritage management.

Understand the principles of tourism: its spatial, social, cultural, political, labour and economic dimensions.

DESCRIPTION OF CONTENTS

1. Theme 1

Modernity, globalization and cultural heritage.

2. Theme 2

The cultural dimension of society. The heritagisation processes of the culture.

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. Cultural Heritage and tourism.

6. Theme 6

Intangible heritage.

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	4,00
Individual or group project	20,00
Independent study and work	36,00
Preparation of lessons	10,00
Preparation for assessment activities	20,00
Resolution of case studies	0,00
Total hours	90,00

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

- Aguilar Criado, E. (coord.) (1999). Patrimonio etnológico. Nuevas perspectivas de estudio. Instituto Andaluz de Patrimonio Histórico.
- Arrieta Urtizberea, I y Díaz Balerdi, I. (Eds.) (2021). Patrimonio y museos locales: temas clave para su gestión. La Laguna: PASOS.
- Ballart, J. (2002). Patrimonio histórico y arqueológico. Valor y uso. Ariel
- Chaves, M., Montenegro, M., & Zambrano, M. (Comps.). (2014). El valor del patrimonio: Mercado, políticas culturales y agenciamientos sociales. Instituto Colombiano de Antropología e Historia.
- González Varas, I. (1999). Conservación de bienes culturales: teoría, principios y normas. Cátedra.
- González-Varas, I. (2015). Patrimonio cultural: conceptos, debates y problemas. Madrid: Cátedra.
- González-Varas, I. (Coord.) (2021). Buenas prácticas en conservación y revitalización del patrimonio cultural desde los ODS. PH: Boletín del Instituto Andaluz del Patrimonio Histórico. Año nº 29, Número Extraordinario 104.



- Hernández et al. (2005). La memoria construida. Patrimonio cultural y modernidad. Tirant lo blanc.
- Hernández Hernández, F. (2002). El patrimonio cultural. La memoria recuperada. Trea.
- Prats, LL. (1997). Antropología y patrimonio. Ariel.
- Sánchez-Carretero, C., Muñoz, J. Ruiz, A. y Roura, J. (eds.) (2019). El imperativo de la participación en la gestión patrimonial. Madrid: CSIC.
- Santamarina, B (ed.) (2017). Geopolíticas patrimoniales: De culturas, naturalezas e inmaterialidades- una mirada etnográfica. Valencia: Neopatria-AVA
- Xerardo P. y Fernandes, F. (2018). Antropologia e Turismo. Teorias, métodos e praxis. La Laguna: PASOS.