



IDENTIFYING DATA

(*)Patrimonio cultural e turismo

| | | | | |
|---------------------|---|----------|------|------------|
| Subject | (*)Patrimonio cultural e turismo | | | |
| Code | O02M143V03216 | | | |
| Study programme | (*)Máster Universitario en Valoración, xestión e protección do patrimonio cultural | | | |
| Descriptors | ECTS Credits | Choose | Year | Quadmester |
| | 3 | Optional | 1st | 2nd |
| Teaching language | Spanish Galician | | | |
| Department | Historia, Arte e Xeografía Business Organisation and Marketing | | | |
| Coordinator | de Uña Álvarez, Elena Pilar | | | |
| Lecturers | de Uña Álvarez, Elena Pilar Gil Pereiras, María del Carmen | | | |
| E-mail | edeuna@uvigo.es | | | |
| Web | http://faitic.uvigo.es | | | |
| General description | (*)Na actualidade asistimos a un aumento da demanda de turismo cultural, en paralelo a o incremento de a valorización e produción de os bens de o Patrimonio Cultural. Esta materia persegue dotar a o alumnado de metodoloxías que posibiliten canalizar o potencial dos recursos culturais existentes nos destinos turísticos como oferta turístico-cultural. | | | |

Competencies

| | |
|------|--|
| Code | |
| A3 | That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments. |
| B1 | Acquire the ability to differentiate and assess the various expressions of Cultural Heritage, know the tools for their quantification and protection, as well as the different perspectives that address their management. |
| C8 | Understand the multifactorial values of Cultural Heritage, and assess it appropriately according to criteria of social use. |
| C13 | Develop the capacity for making decisions about the function assigned to the Heritage, its value and public use, and for the elaboration of strategies aimed at its recovery. |
| D7 | Conceive the protection of cultural heritage within a framework of sustainable development. |
| D9 | Know and manage the legislation applicable to the sector, know the social and business environment and know how to relate to the competent administration by integrating this knowledge into the development of engineering projects and the development of any aspect of their professional work. |

Learning outcomes

| | |
|--|-----------------------------------|
| Expected results from this subject | Training and Learning Results |
| Apply territorial strategies, related to the character of the resources, and commercial strategies, contemplating the policies of product, price, distribution and promotion of cultural heritage assets | A3 B1 C8 C13 D7 D9 |
| Design, create and develop tourism plans and products based on cultural heritage and according to market needs | A3 B1 C8 C13 D7 D9 |

| | |
|---|-----------------------------------|
| Define a comprehensive communication plan that contributes to value the resources and cultural tourism packages | A3 B1 C8 C13 D7 D9 |
|---|-----------------------------------|

| | |
|---|-----------------------------------|
| Formulate guidelines and methodological guidelines for communication with the public, for the in situ presentation of heritage to that public, and to convey a powerful message that, if possible, transcends the fact of the visit | A3 B1 C8 C13 D7 D9 |
|---|-----------------------------------|

Contents

| Topic | |
|---|---|
| 1. The insertion of the Cultural Heritage in the tourism | 1.1 basic Concepts 1.2 Cultural Heritage and tourist activity |
| 2. Phases of the process of planning and management of the cultural tourism | 2.1 Offer, product and cultural consumption 2.2 The interpretation of the heritage like tool for the management and the tourist planning |
| 3. Studies of case | 3.1 Rehabilitations and cultural products 3.2 Routes and cultural itineraries |

Planning

| | Class hours | Hours outside the classroom | Total hours |
|----------------------------------|-------------|-----------------------------|-------------|
| Introductory activities | 1 | 1 | 2 |
| Case studies | 1 | 4 | 5 |
| Group tutoring | 4 | 8 | 12 |
| Autonomous practices through ICT | 0 | 30 | 30 |
| Essay | 0 | 20 | 20 |
| Other | 0 | 6 | 6 |

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

| | Description |
|----------------------------------|---|
| Introductory activities | Activities directed to take contact and gather information on the students, as well as to present the matter. |
| Case studies | Analysis of a fact, problem or real event with the purpose to know it, interpret it, resolve it, generate hypothesis, contrast data, reflexionar, complete knowledges, diagnose it and train in alternative procedures of solution. |
| Group tutoring | Explanation, advice and development of contents for the orientation of the process of learning, by means of the sessions in virtual classroom. |
| Autonomous practices through ICT | Activities of application of the knowledges to concrete situations and of acquisition of basic skills and procedimentales related with the matter object of study. They develop through the TIC of autonomous way. |

Personalized attention

| Methodologies | Description |
|-------------------------|--|
| Introductory activities | Guidance on the level of learning required, the nature of the available materials and the dynamics of development of the subject in the teledocencia platform. |
| Group tutoring | Specific orientations, resolution of doubts and problems about the sequences of theoretical-practical contents in the teledocencia platform. |

Assessment

| Description | Qualification | Training and Learning Results |
|--|---------------|-------------------------------|
| Essay Creation, analysis and/or documentation of a proposal/project current or past related with the contents of the matter, that will be delivered telematic road. Evaluation of results of learning: Design, create and develop plans and tourist products from the cultural heritage and in function of the needs of the market; Define a plan of integral communication that contribute to put in value the resources and cultural tourist packages created. | 40 | A3 B1 C8 D7 C13 D9 |

OtherControl and systematic observation of the progress of the students in relation with the matter by means of the efficient use and the intervention in the virtual surroundings. It includes active participation in virtual sessions, forum and activities proposed by the educational.

60 A3 B1 C8 D7
C13 D9

Evaluation of results of learning: Apply territorial strategies, related with the character of the resources, and commercial strategies, contemplating the politics of product, price, distribution and promotion of goods of the cultural heritage; Formulate guidelines and methodological guidelines for the communication with the public, for the presentation of the heritage in situ to this public, and to transmit a message impactante that, in the possible, transcend to the mere fact of the visit.

Other comments on the Evaluation

Sources of information

Basic Bibliography

Ballart, J. y Tresseras, J.I., **Gestión del patrimonio Cultural**, Ariel, 2001

Du Cross, H. y Mckercher, B., **Cultural Tourism**, Routledge, 2015

Martos Molina, H., **Herramientas para la gestión turística del patrimonio cultural: manual para gestores culturales**, Trea, 2016

Querol, M.A., **Manual de gestión del Patrimonio Cultural**, Akal, 2010

Recuero, N.; Blasco, F. y García de Madariaga, J., **Marketing del turismo cultural**, Esic, 2016

Complementary Bibliography

Recommendations
