



IDENTIFYING DATA

(*)Patrimonio cultural e turismo

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|---------------------|---|----------|------|------------|
| Subject | (*)Patrimonio cultural e turismo | | | |
| Code | O02M143V03216 | | | |
| Study programme | Máster Universitario en Valoración, Gestión y Protección del Patrimonio Cultural | | | |
| Descriptors | ECTS Credits | Choose | Year | Quadmester |
| | 3 | Optional | 1st | 2nd |
| Teaching language | Spanish Galician | | | |
| Department | | | | |
| Coordinator | de Uña Álvarez, Elena Pilar | | | |
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| 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. | | | |

Training and Learning Results

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| 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. |

Expected results from this subject

| 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 |

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|---|-----------------------------------|
| Define a comprehensive communication plan that contributes to value the resources and cultural tourism packages | A3 B1 C8 C13 D7 D9 |
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|---|-----------------------------------|
| 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 |
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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 | 15 | 16 |
| Seminars | 4 | 22 | 26 |
| Essay | 0 | 20 | 20 |
| Systematic observation | 0 | 6 | 6 |
| Debate | 0 | 5 | 5 |

*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. |
| Seminars | Explanation, advice and development of contents for the orientation of the process of learning, by means of the sessions in virtual classroom. |

Personalized assistance

| 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. |
| Seminars | 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 |

| | | | |
|------------------------|---|----|-----------------------|
| Systematic observation | Control 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. 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 that, in the possible, transcend to the mere fact of the visit. | 30 | A3 B1 C8 D7 C13 D9 |
| Debate | Open talk in forum between a group of students. It can centre in a subject of the contents of the matter, in the analysis of a case, in the result of a project, exercise or problem developed previously in a session ... 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 heritage. Formulate guidelines and methodological guidelines for the communication to the public, for the presentation of the heritage in situ and to transmit a message that inside the mere fact of the visit. | 30 | A3 B1 C8 D7 C13 D9 |

Other comments on the Evaluation

According to the 2023 "*Regulation on the evaluation, qualification and quality of teaching and the student learning process of the University of Vigo*", there are two evaluation systems that students can choose: the preferred one, which will be applied by default, of "**continuous evaluation**" (diversified tests and activities that take place throughout the semester), and the so-called "**global evaluation**" (tests and/or delivery of work/exercises to be carried out on the official dates of evaluation established in the academic calendar), which must be expressly requested by the interested students, and communicated to the responsible teaching staff within a maximum period of 31 days from the beginning of each term.

The "**global evaluation**" tests for this subject will consist as follows: Essay (40%) + delivery of exercises (specific forum, video-comments on virtual classroom) (60%)

Students have two evaluation calls/opportunities. The first is carried out during the teaching semester. The second (or 2nd opportunity) will take place in the month of July, for which access to the teaching platform will be enabled again.

For all the students will specify in *MooVi the methodology, the activities, assessment, together with the calendar of delivery. The use of the materials offered to students in *MooVi have to respect the rights of author.

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

Other comments

The teaching of the subject will be always of face-to-face telematic way, well was synchronous or asynchronous, using the eMoodle (MooVi) educational platform and participating in the educational activities through multiple videoconference (e-meeting, Remote Campus).

To be able to receive the teaching of effective way it is recommended, previously to the start of the subject, to consult the manual of access to the platform and to follow the technical specifications in order to assist to the remote sessions. It is indispensable that each student access to the educational platform of the subject previously to the beginning of the same.