

## 29151 - Tourism and Cultural Heritage

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 29151 - Tourism and Cultural Heritage

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 616 - Degree in Tourism

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The subject responds to the following goals:

- Define tourism products based on territorial resources.
- To know the concept of heritage in its different dimensions.
- Distinguish the protection figures.
- Differentiate with precision the characteristics and functions of the different cultural facilities.
- Value the heritage elements, acquire responsibility and cooperate so that their tourist use is carried out with sustainable criteria these approaches and goals are aligned with the following ones

Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda ( <https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement: Goal 4 (4.3; 4.4; 4.7), Goal 8 (8.3; 8.4; 8.9) and Goal 11 (11.4; 11b)

### 2. Learning results

The student, in order to pass this subject, must demonstrate the following results...

- Describe with examples the heritage resources and their tourism potential
- Demonstrate in theoretical tests and case studies the knowledge related to cultural heritage Describe the impacts of tourism use on heritage
- Synthesize and apply the standards corresponding to the different regional scales of action
- Work efficiently as a member of the group

They will learn to recognize that heritage is the main reference of historical and cultural identity and therefore should be preserved and an essential element of sustainable development. As future professionals, students will take on the challenge of acquiring the necessary skills to know how to manage heritage resources as key factors in the economic, social and environmental development of the territory.

### 3. Syllabus

The program of the course includes the following topics....

UNIT 1: Concept and typologies of Cultural Heritage

UNIT 2: The impacts of tourism on Cultural Heritage and its consequences

UNIT 3: Techniques for inventorying, cataloging and evaluating Cultural Heritage

UNIT 4: Protection and conservation of cultural heritage

UNIT 5: Dissemination and communication of Cultural Heritage

### 4. Academic activities

The program offered to the student to help him/her achieve the expected results includes the following activities and hours...

Attendance to theoretical classes: 30 hours

Attendance to practical classes: 25 hours

Attendance to tutorials: 5 hours

Autonomous work of the student (work, practical preparation, study): 84 hours

Conducting examinations: 6 hours

Total student workload: 150 hours (6 ECTS)

## 5. Assessment system

### 1) Continuous assessment system

a) Student portfolio: The student will prepare a portfolio with the work proposed by the teacher and will deliver it to on the dates indicated. The student may fail to deliver (or fail) one of the proposed practices. The portfolio assessment will account for **20% of the final grade**.

b) Assessment of theoretical contents: Two individual written tests will be given during the term. Each of the tests will account for **40%** of the final grade. The tests will consist of **5 short questions**. The assessment weighting of the contents of these two tests will be **80% of the total grade**.

**2) Global assessment system** Those students who opt for this system or do not pass the continuous assessment must take an individual test at the end of the semester that will account for **100% of the final grade**. The test structure will be: **5 development questions on theoretical contents (50% of the grade) and 2 practical subjects (50% of the grade)**. To pass this test it will be necessary to obtain a minimum score of 5 in each one of the parts (theoretical and practical).

## 6. Sustainable Development Goals

4 - Quality Education

5 - Gender Equality

16 - Peace, Justice and Strong Institutions