

29184 - Heritage and Tourist Routes

Syllabus Information

Academic year: 2024/25

Subject: 29184 - Heritage and Tourist Routes

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

Subject with the objective of serving as a training complement for students who value specializing in Cultural Tourism. **It is basic knowledge of art history is recommended.**

- To provide the student with knowledge of the appropriate legislation.
- To know the basic aspects for the design of tourist-artistic routes.
- Identify and apply conceptual knowledge of heritage as a tourism resource.
- Distinguish the interrelationships between heritage planning and management instruments

These goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 United Nations (<https://www.un.org/sustainabledevelopment/es/>), so 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), Goals. 8 (8.3; 8.4; 8.9) and Obj.11 (11.4; 11b).

2. Learning results

- Identify the main tourism heritage resources.
- Be able to define the appropriate methodology in each area to create routes and itineraries.
- Know how to elaborate a tourist route with the main heritage resources.
- Knowing how to adequately communicate the contents of the tourist routes taking into account the target audience.

Importance of learning results

The students will acquire knowledge about the appropriate legislation in relation to the tourist management of artistic resources, will acquire knowledge about the different types of Cultural Heritage and how to dynamize them for tourism and will know the basic aspects for the design of tourist-artistic routes.

3. Syllabus

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

UNIT 1- Design of tourist routes and itineraries.

UNIT 2- Cultural Heritage Management.

UNIT 3- Natural and cultural heritage of Aragon.

UNIT 4- Case studies: examples of Spanish tourist routes.

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 submit (or fail) one of the proposed internships. 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 exams will consist of 20 multiple-choice test questions. The weighting of assessment of the contents of these two exams will be 80% of the total grade.

2) Global assessment system Those students who opt for this system or do not pass the continuous evaluation must take an individual exam at the end of the semester that will account for 100% of the final grade. The structure of the exam will be: 20 multiple-choice test questions on theoretical contents (50% of the grade) and 2 practical subjects (50% of the grade).

6. Sustainable Development Goals

4 - Quality Education

5 - Gender Equality

16 - Peace, Justice and Strong Institutions