Universitat de les Illes Balears

Syllabus

Subject

Name	11477 - Cultural Heritage as a Boost to Tourism
Credits	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
Group	Group 1, 2S (Campus Extens)
Period	Second semester
Language	English

Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Rosa Júlia Roman Quetglas julia.roman@uib.es	18:00	19:00	Tuesday	05/02/2018	06/07/2018	AB11

Context

Heritage tourism is the expression used to explain the interest of visitors to the evidence of the historical and cultural past of a country. This branch of tourism has a long history and is in fact the origin of tourism itself. Currently, cultural tourism takes up a key role in defining a new tourism whose fundamental feature is sustainability and environmental and cultural sensitivity.

This course will work on the dynamics of tourism based on cultural specificity of the trip; the strategies promoted by international institutions to strengthen the alliance with the cultural heritage; the identification of heritage items and those strategies to turn them into touristic resources; and sustainable management aimed at preserving the heritage and social and economic development through cultural tourism. The course will also aproach ICT as a means to attract tourism based on cultural resources that represent local identities with an international dimension.

Requirements

Skills

Basic
* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

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Specific

* CE10 Ability to develop environmental audits, and assess the impacts that the tourism sector actions have on the environment..
* CE17 Learn the importance of the cultural, social and natural heritag for the development of strategi tourism plans that incorpórate the awareness as a complement for differentiation and sustainability..

Generic

* CG1 Know how to find, process and analyze information concerning the tourism sector from different sources..
* CG2 Know how to work in a team and deal with problematic situations in a collaborative way..

Transversal

* CT4 Information management skills..
* CT5 Ability to define priorities in the achievement of objectives..

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

1. Cultural Tourism and Heritage Sustainability

    1.1 Characterization, historical perspective and new dynamics

    1.2 General impacts of cultural tourism in the management and conservation of cultural and natural heritage

2. Cultural Heritage

    2.1 Conceptual Framework: the monument, the landscape, popular culture and artistic creation

    2.2 Identification, types and categories. Regulatory aspects

    2.3 International importance of local heritage: the heritage of mankind

3. Synergies between heritage, tourism and development

    3.1 International institutions and organizations for the alliance between heritage, tourism and local development

    3.2 Cultural heritage as a tourism resource: analysis methodologies and management strategies. Examples of planning (Examples of Heritage Planning): Palma and Tramuntana mountain range

4. ICT for cultural heritage tourism diffusion

Teaching methodology

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In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory sessions	Large group (G)	These sessions will be devoted to the presentation and explanation of the main contents included in the course. Discussion and active participation of students is expected during these sessions	10
Practical classes	Field-trip	Large group (G)	These sessions will be devoted to learn on the management of the existing tourism products in the city of Palma as well as their analysis. Some museums and interpretations centers on cultural heritage wil be visited in order to know how they are managed, their media strategies, the impact of ICT and the cultural tourism responsiveness.	8

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Individual self-study	Student self-study is critical to properly assimilate the main contents of this course. Students must submit written critical comments on each of the visits tomuseums and interpretations centers on cultural heritage.	7
Group self-study	Group self-study	Students should develope a project in order to simulate a real project management planning of a cultural tourism.	50

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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Theory sessions

Modality	Theory classes
Technique	Attitude scales **(non-retrievable)**
Description	These sessions will be devoted to the presentation and explanation of the main contents included in the course. Discussion and active participation of students is expected during these sessions
Assessment criteria	The student attitude and the feeback are very important in this course, so the proactivity and comments of thestudents will be considered as assessment criterion.

Final grade percentage: 10%

Individual self-study

Modality	Individual self-study
Technique	Papers and projects **(retrievable)**
Description	Student self-study is critical to properly assimilate the main contents of this course. Students must submit written critical comments on each of the visits tomuseums and interpretations centers on cultural heritage.
Assessment criteria	Students must submit written critical comments on each of the visits tomuseums and interpretations centers on cultural heritage.

Final grade percentage: 40%

Group self-study

Modality	Group self-study
Technique	Papers and projects **(retrievable)**
Description	Students should develop a project in order to simulate a real project management planning of a cultural tourism.
Assessment criteria	Students should develop a project in order to simulate a real project management planning of cultural tourism. Studentshas to present the Project in an specific session to explain the solution, so the Project justificationwill be considered as assessment criterion.

Final grade percentage: 50%

Resources, bibliography and additional documentation

The professor will supply the bibliography on case studies.

Basic bibliography

Managing Cultural World Heritage (2013). UNESCO / ICCROM / ICOMOS / IUCN, Paris.
[http://whc.unesco.org/en/managing-cultural-world-heritage/]
PEDERSEN, A. (2002) Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage
Site Managers. UNESCO, Paris. [http://whc.unesco.org/uploads/activities/documents/activity-113-2.pdf]
QUEROL, M.A. (2010) Manual de gestión del patrimonio cultural. Akal, Madrid.

Complementary bibliography

Cultural and Heritage Tourism Development Guide (2014). Destination BC Corp., [http://linkbc.ca/
siteFiles/85/files/2014TBECulturalHeritageTourism.pdf]

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GRAVARI-BARBAS, M. & JACQUOT, S. (2012) Patrimoine Mondial et Gouvernance des Destinations Touristiques.UNESCO-ICOMOS, Paris.[https://www.univparis1.fr/fileadmin/ Colloques_IREST/ ACTES_3e_SEMINAIRE_CHAIRE_CULTURE_TOURISME_DEVELOPPEMENT.pdf

ESTEBAN CURIEL, J. (2008) Turismo Cultural y Medio Ambiente en destinos urbanos. Dykinson. Madrid

Other resources

United Nations. Educational, Scientific and Cultural Organization. http://www.unesco.org/new/es
International Council on monuments and sites. http://www.icomos.org/fr/
International Council of Museums. http://icom.museum/

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