



## Teaching Guide

| Teaching Guide           |                                                                               |        |                    |           |
|--------------------------|-------------------------------------------------------------------------------|--------|--------------------|-----------|
| Identifying Data         |                                                                               |        |                    | 2019/20   |
| Subject (*)              | Territory-Museum and Cultural Tourism: Interpretation of Heritage             |        | Code               | 710521016 |
| Study programme          | Mestrado Universitario en Estudos Avanzados en Museos, Arquivos e Bibliotecas |        |                    |           |
| Descriptors              |                                                                               |        |                    |           |
| Cycle                    | Period                                                                        | Year   | Type               | Credits   |
| Official Master's Degree | 2nd four-month period                                                         | First  | Optional           | 3         |
| Language                 | Spanish                                                                       |        |                    |           |
| Teaching method          | Face-to-face                                                                  |        |                    |           |
| Prerequisites            |                                                                               |        |                    |           |
| Department               | Socioloxía e Ciencias da Comunicación                                         |        |                    |           |
| Coordinador              | Moré Corral, María Paloma                                                     | E-mail | paloma.more@udc.es |           |
| Lecturers                | Moré Corral, María Paloma                                                     | E-mail | paloma.more@udc.es |           |
| Web                      |                                                                               |        |                    |           |
| General description      | Véase guía en castellano.                                                     |        |                    |           |

## Study programme competences

| Code | Study programme competences                                                                                                                                                                                                                               |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A1   | CE1 ? Estar capacitado para investigar en temas de patrimonio cultural e bibliográfico documental                                                                                                                                                         |
| A4   | CE4 ? Saber manexar estratexias de márketing cultural                                                                                                                                                                                                     |
| A8   | CE8 ? Estar capacitado para a posta en valor e a difusión do patrimonio culturale bibliográfico documental                                                                                                                                                |
| A11  | CE11 ? Estar capacitado para a xestión no ámbito do turismo cultural e patrimonial                                                                                                                                                                        |
| B2   | CB7 ? Que os estudantes saiban aplicar os coñecementos adquiridos nunha base ou oportunidade de resolución de problemas en contornos novos ou pouco coñecidos dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo |
| B4   | CB9 ? Que os estudantes saiban comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan a públicos especializados e non especializados dun modo claro e sin ambigüidades                                                         |
| B9   | CG5 ? Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras                                                                                                                                             |
| B12  | CG8 ? Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade                                                                                                        |
| C2   | CT2 ? Capacidade de resolución de problemas                                                                                                                                                                                                               |
| C5   | CT5 ? Capacidade de innovar                                                                                                                                                                                                                               |
| C6   | CT6 ? Capacidade de organización e planificación                                                                                                                                                                                                          |
| C10  | CT11 ? Ter capacidade para actualizar os coñecementos, metodoloxías e estratexias na práctica profesional                                                                                                                                                 |

## Learning outcomes

| Learning outcomes | Study programme competences |      |      |
|-------------------|-----------------------------|------|------|
|                   | AJ1                         | BJ2  | CJ2  |
|                   | AJ4                         | BJ4  | CJ5  |
|                   | AJ8                         | BJ9  | CJ6  |
|                   | AJ11                        | BJ12 | CJ10 |

## Contents

| Topic                                     | Sub-topic                                                                                                                                                |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Culture, heritage and museum territory | 1.1. Basic concepts: culture, heritage, territory, museum, sustainable tourism<br>1.2. Heritage, tourism and management<br>1.3. Models of heritage value |



|                                                       |                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. From the patrimonial object to the tourist product | 2.1. Collective memory, culture and heritage: three axes of social change. The sociocultural projects<br>2.2. Resources and products in cultural tourism<br>2.3. Cultural tourism as a socioeconomic phenomenon<br>2.4. Heritage policies and tourism planning<br>2.5 Planning, management and social effectiveness     |
| 3. Heritage interpretation                            | 3.1. History and meaning of heritage interpretation.<br>3.2. The principles of interpretation.<br>3.3. Interpretation and tourism<br>3.4. Interpretation as a management instrument<br>3.5. Interpretation and communication<br>3.6. Interpretive media<br>3.7. Interpretive Planning<br>3.8. Interpretation Evaluation |

| Planning                                                                                                                        |                                    |                      |                               |             |
|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests                                                                                                           | Competencies                       | Ordinary class hours | Student's personal work hours | Total hours |
| Guest lecture / keynote speech                                                                                                  | A1 A4 A8 A11 B12 C6 C10            | 10                   | 15                            | 25          |
| Supervised projects                                                                                                             | A1 A4 A8 A11 B2 B4 B9 B12 C2 C5 C6 | 5                    | 25                            | 30          |
| Workbook                                                                                                                        | A1 B2 B4 C2 C5 C6                  | 5                    | 10                            | 15          |
| Personalized attention                                                                                                          |                                    | 5                    | 0                             | 5           |
| (*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students. |                                    |                      |                               |             |

| Methodologies                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodologies                  | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Guest lecture / keynote speech | Explanation by the teacher of the contents of the subject in the classroom. The classes are to understand the concepts and theories and raise possible doubts about them. During the course, special sessions can be held with invited people, as well as attendance at seminars, conferences, colloquiums and conferences related to the subject matter of the subject, whenever possible. In that case, attendance for students would be mandatory. Likewise, and as far as possible, training trips may be carried out with visits to museums and socio-cultural projects underway or already carried out.                                                                                                                                                                                                                                                                              |
| Supervised projects            | The students, individually or collectively (no more than three) will carry out a work that involves the writing of an applied study based on culture and heritage by exposing a museum-territory. These works will be directed or supervised by the teacher. For the preparation of these works, students will rely on the existing specialized bibliography for each of the different topics, as well as on projects carried out by different institutions. The systems to carry out this work are access to the existing bibliography on the subject, the survey, the participant observation, the in-depth interview with different experts and the discussion and debate groups that allow them to specialize and know in depth the reality of the different institutions and organizations of culture, heritage, tourism and management. This work will be delivered before the exam. |
| Workbook                       | Reading, by the student, of fundamental texts or related to the subject, among those indicated by the teacher and, where appropriate, proposed by the student. Students should read and present orally to their classmates one of the readings agreed with the teacher. In addition, you must actively participate in the subsequent discussion of the readings, both of the one you have presented, and of those presented by your classmates.                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Personalized attention |             |
|------------------------|-------------|
| Methodologies          | Description |



|                                                                      |  |
|----------------------------------------------------------------------|--|
| Workbook<br>Supervised projects<br>Guest lecture /<br>keynote speech |  |
|----------------------------------------------------------------------|--|

| Assessment                        |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               |
|-----------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Methodologies                     | Competencies                          | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Qualification |
| Workbook                          | A1 B2 B4 C2 C5 C6                     | Reading, by the student, of fundamental texts or related to the subject, among those indicated by the teacher and, where appropriate, proposed by the student. Students should read and present orally to their classmates one of the readings agreed with the teacher. In addition, you must actively participate in the subsequent discussion of the readings, both of the one you have presented, and of those presented by your classmates.                                                                                                                                                                                                                                                                                                                                                                                                                                              | 20            |
| Supervised projects               | A1 A4 A8 A11 B2 B4<br>B9 B12 C2 C5 C6 | The students, individually or collectively (no more than three) will carry out a work that involves the writing of an applied study based on culture and heritage by exposing a museum-territory. These works will be directed or supervised by the teacher. For the elaboration of these works the students will rely on the existing specialized bibliography for each of the different topics as well as on projects carried out by different institutions. The systems to carry out this work are access to the existing bibliography on the subject, the survey, the participant observation, the in-depth interview with different experts and the discussion and debate groups that allow them to specialize and know in depth the reality of the different institutions and organizations of culture, heritage, tourism and management. This work will be delivered before the exam. | 70            |
| Guest lecture /<br>keynote speech | A1 A4 A8 A11 B12 C6<br>C10            | Attendance is compulsory. Those students who have semi-presence or some kind of exceptionality to come to class, who speak with the teacher at the beginning of the course to establish the corresponding tutorials and evaluation systems                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 10            |

| Assessment comments                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Cada uno de los diferentes apartados que computan en la evaluación, una vez superado, se guardará su calificación para la convocatoria siguiente.</p> <p>Aquellos alumnos que tengan semipresencialidad o algún tipo de excepcionalidad para venir a clase, que hablen con el profesor a comienzos de curso para establecer las tutorías y los sistemas de evaluación correspondientes</p> |

| Sources of information |  |
|------------------------|--|
| Basic                  |  |
| Complementary          |  |

| Recommendations                                          |
|----------------------------------------------------------|
| Subjects that it is recommended to have taken before     |
|                                                          |
| Subjects that are recommended to be taken simultaneously |
|                                                          |
| Subjects that continue the syllabus                      |
|                                                          |
| Other comments                                           |
|                                                          |



(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.