Universidad Rey Juan Carlos

TEACHING GUIDE

CULTURAL HERITAGE MANAGEMENT

MÁSTER U. EN INTERNATIONAL TOURISM MANAGEMENT (INGLÉS) (Plan antiguo)

ACADEMIC YEAR 2026-27

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I.-Subject Identification	
Type	OPTATIVA
Teaching period	1 course, 1S semester
Nº of credits	3
Language in wich the subject is taught	English

II.-Presentation

Tourist management of cultural heritage involves knowing all the necessary aspects to value cultural assets and turn them into tourist attractions. While conservation and preservation are key in this process, elements such as interpretation and communication are also increasingly so.

Cultural heritage is the basis for tourism product development and, therefore, heritage is under high pressure to adapt to new tourism trends. It is necessary to understand that only through sustainable tourism management can its success and long-term continuity be guaranteed.

In addition, in a continuously changing tourism market, the new needs of visitors cannot be neglected, nor the application of technologies or digitalization processes already present in both the tourism and heritage fields and that have even made new professions in the sector possible. Likewise, new challenges such as the overtourism of certain cultural destinations, new typologies such as Black Tourism or the post-covid scenario force us to reflect on them and on the future of Cultural Tourism.

The learning of this subject will enable students to:

-Know models of tourism management that are being developed in historical centres or in museums or cultural networks.
of application to tourism activity. Analysis of exemplary cases in the creation and development of cultural tourism.

-Facilitate accessibility to the working tools provided by international and national institutions with competence in the
Facilitate accessibility to the working tools provided by international and national institutions with competences in the promotion of tourism.

-Ability to apply international models in the development of tourism with the current methodology of the UNWTO,
UNESCO, EU, Tourspain and other institutions. Ability to distinguish the symbolic value, economic value and tourist value of cultural heritage.
tourism value of cultural heritage.

-Apply the variables of tourism demand in cultural tourism applied to a case study. Market and audience studies applied to applied to the knowledge of cultural industries linked to tourism.

-Ability to create master plans for tourism development anywhere in the world.

III.-Learning outcomes

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CB10 Have the necessary skills to continue studying in a self-directed and autonomous manner.
CB6 Have and understand knowledge that provides a basis or opportunity to be original in the development and/or implementation of ideas, often in a research context.
CB7 Know how to apply the acquired knowledge and problem-solving abilities in new or unfamiliar environments, within broader or multidisciplinary contexts related to the area of study.
CB8 Ability to integrate knowledge and face the complexity of making judgements based on information, whether incomplete or limited, that include considerations on social and ethical responsibilities.
CB9 Know how to communicate conclusions, and provide the knowledge and reasons to support them, to specialised and non-specialised audiences in a clear manner and without ambiguities.
CG01 Acquire advanced training, specialised and multidisciplinary, in the field of tourism.
CG02 Ability to work, as part of a team and autonomously, in a multicultural and multidisciplinary context.
CG04 Ability to apply acquired knowledge and problem-solving abilities to new, broader and multidisciplinary environments.
CG07 Ability to present and argue results, to both specialised audiences and the general public.
CG08 Ethical commitment and social responsibility in the field of tourism.
CG09 Ability to use ICTs as a communication tool, access sources of information, data files and documents.
CG10 Be able to define priorities in order to achieve objectives, organising deadlines and necessary resources and controlling the processes established.
CG11 Ability to organise information and acquire knowledge from different documentary sources.
CG12 Ability to analyse the social reality and make decisions in changing environments such as tourism.
CG14 Promote research and the progress of knowledge in the field of tourism.
CE01 Analysis of the interrelationships between the agents of a tourist destination through social network analysis (SNA).
CE03 In-depth knowledge of international organisations, public institutions and civil society organisations in the tourism sector and of the partnership and cooperation tools available in a globalised world.
CE05 Application of the fundamentals of innovation management, efficiency and competitiveness to the management of tourism organisations (public and private).
CE06 Manage the levels of competency of all functional areas of a tourism organisation.
CE09 Critical analysis of tourism activities and their international context for the identification of threats and development of opportunities.
CE10 Knowledge of planning and regional planning tools as well as of the mechanisms that regulate tourism activities, and development of a planning proposal for a given destination.
CE11 Understand the structural complexity of tourist destinations from a systemic perspective.
CE12 Definition and development of a tourism strategic plan for a given destination.
CE15 Analysis of new trends, prospectives and the dynamics of international tourism markets.
CE16 Ability to create new tourism products, as well as the strategies to develop and promote them, based on a set of resources and predefined demand sector.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

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IV.-Contents

IV.A.-Syllabus

Theme 1. The cultural and tourism system: conceptualisation
Cultural tourism: definition, evolution and typologies
Actors and documents of Cultural Tourism
Theme 2. The Tourist Function of Cultural Heritage
Heritage resources: typologies
Tourist use of cultural heritage
Theme 3. The Tourist Public of Cultural Heritage
Cultural tourism demand: typologies and trends
Theme 4. From the product to the cultural tourism offer
Cultural tourism offer: typologies and trends
Cultural tourism products: characteristics
Creation of a cultural tourism product
Theme 5. Tourist management of the heritage city
Heritage city and tourism
Planning and management of cultural destinations

IV.B.-Training activities

Type	Title
Practical sessions	Visits to historical towns and World Heritage Sites.
Other activities	In class.

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V.-Student workload	
Theoretical sessions	12
Resolution of exercises, problems, case studies, etc.	10
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	1
Tests and/or exams	1
Academic tutorials	4
Related activities: conferences, seminars, etc.	2
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	20
Preparation for tests and/or exams	5
Total student workload	75

VI.-Methodology and academic programme

Type	Period	Content
Practical sessions	Week 1 to Week 8	Study cases. Discussion of cases: use of study cases, some of them will be real cases, which allow the practical application of the acquired theoretical knowledge. Analysis, discussion and sharing of each situation. M03-M04.
Theoretical sessions	Week 1 to Week 8	Lectures. M01-M02.
Academic tutorials	Week 1 to Week 8	Classes will be complemented with the possibility for students to attend tutoring outside the classroom, where the teacher will proceed to solve any doubts that may have arisen matter, in an individual and personalized way. These can be carried out in a way virtual using the tools of the virtual or Teams classroom. M06.

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VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.
All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.
The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).
Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.
The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

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Evaluation system	Evaluation activity	Weight	Reevaluable in extraordinary call	Minimum grade	Content	Date
E1	Written test (on site)	40%	Yes	5	Themes 1-5	During the teaching period or official call
E2	Essays, oral and written tests individual and in group	40%	Yes	5	Themes 1-5	During the teaching period
E3	Essays, oral and written tests individual and in group	10%	Yes	5	Themes 1-5	During the teaching period
E4	Essays, oral and written tests individual and in group	10%	Yes	5	Themes 1-5	During the teaching period

Calculation of the final or overall grade

The average of the grades of the evaluable practical activities must be equal or higher than 5 points out of 10 for to pass the practical part of the course.

Important: In the case that one part of the course is passed, that is, (1) Theoretical classroom test or (2-4) Practical tests, but the other part is failed, and therefore the course will be failed, the weighted average of the grades between both parts will not be calculated, but the grade that will appear in the official records will be the one of the graded part that has not passed the 5.

Extraordinary call

- In the case of passing only (1) the written test or only (2-4) the practical tests in the ordinary call, the student will be able to revaluate in the extraordinary call only the part (theory or practical) not passed. In the case that the different practices exist, those not passed will be reevaluated in the extraordinary call.
- In the event that neither (1) the written test nor (2-4) the practical tests are passed in the ordinary exam, the student will have to reevaluate both parts (theory and practical) in the extraordinary exam.
- In the case of passing only (1) the written test or only (2-4) the practical tests in the extraordinary call, the parts passed will not be kept for the following year.

Other observations or clarifications

Each teacher will establish the type of questions to be included in the exam, based on his/her criteria and the characteristics of the group. The delivery of the evaluable practical activities must be done: (a) Through the Virtual Classroom tools designed for this purpose and that will be specified in each case by the teacher and (b) within the deadlines set by the professor.

Students with **Academic Exemption granted** will be subject to the same evaluation tests as the rest (such as exams, directed academic activities, practices and compulsory work), since according to the regulations, the “Academic Exemption of Class Attendance” (DAAC) exempts them from attending class in those subjects or parts of subjects whose Teaching Guide so allows, without affecting the student's evaluation process. That is to say, they will have to take:

- Test of knowledge about the contents of the subject (50%). A final theoretical test will be held on the official date set by the URJC. A **minimum grade of 5** will be required to pass the subject and be able to average with the rest of grades.
- Practices (50%). A **minimum grade of 5** will be required to pass the subject and to be able to make average with the rest of grades.

VII.B. Assessment of students with academic exemption from class attendance

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Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.
Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

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VIII.-Teaching resources and materials

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SERRA, J y PUJOL, L. (2001). "Los espacios temáticos patrimoniales: una metodología para el diseño de productos turísticos culturales". En *Estudios Turísticos,* Nro. 150, 57 – 81.
VELASCO, M. (2009). "Gestión turística del patrimonio cultural: enfoques para un desarrollo sostenible del turismo cultural". En *Cuadernos de Turismo*, Nro. 23, 237 – 253.

Consultation bibliography

MISIURA, S. (2006). *Heritage Marketing*. Oxford: Elsevier.
RECUERO, N.; BLASCO, F.; GARCIA DE MADARIAGA, J. (2016). *Marketing del Turismo Cultural*. Madrid: ESIC.

IX.-Professors

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