Universidad Rey Juan Carlos

TEACHING GUIDE

HISTORIC ROUTES AND CULTURAL ITINERARIES

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

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The class *Historical Routes and Cultural Itineraries in Tourism* is part of the *Module of Tourism, Culture and Development*, of the UNITWIN-UNESCO network, and it is included in the *Itinerary of Planning and Destination Management*. Consequently, from its onset this class has a twofold goal, one focused on cultural routes and itineraries *per se* and another one based on legal and historical aspects related to them:

- The first goal aims at making students aquainted with several aspects related to the complexities of tourism systems - in particular, cultural tourism - , by using Routes and Cultural Itineraries as main tools of analysis. Knowledge of historical and cultural heritage is key to an in-depth understanding of the foundations and character of the routes and their sustainability. Thus, the following aspects will be covered in the class:
- sustainable comerzialization of routes
- the role of society in general and particular social agents in their promotion and maintenance
- the importance of the involvement of local communities and international and national institutions
- management of tourism routes will be analyzed, as well as routes as strategy of promotion and as an element of cultural cohesion and enhancement of otherwise isolated cultural and tourism aspects.
- The second goal will take into account the interpretation of the current and historical legislation related to cultural heritage. International Charters of institutions such as: UNESCO, ICOMOS or the European Council are crucial for any tourism institution willing to meet the requirements and challenges of the industry in the 21st century.
- International Institutions that provide the legal and scientific framework for *Historical Routes and Cultural Itineraries* will be studied along with their aims, history and possible shortcomings.

In summary: this class will focus on the analysis of cultural heritage and its importance for the turism industry and society.

At the end of the learning process, students should be familiar with the importance of heritage, culture and history by using Routes and Itineraries in their relationship to tourism and management within the framework provided by international legislation and charters. (1.5 ECTS).

As part of the *Module of Tourism, Culture and Development*, of the UNITWIN-UNESCO network, included in the *Itinerary of Planning and Destination Management,* this class will include areas part of the of the module on *Management of the Human Heritage. Principles and Doctrines* (1.5 ECTS).

"The Governing Council at the University Rey Juan Carlos has established the protocol for the accommodation of teaching to the health crisis caused by COVID-19. This protocol establishes the framework in which academic activities must be carried out in the course 2021-22, temporarily, while exceptional conditions are in force. To this end, the teaching and learning activities carried out will consider the lecture/seminar as the main means for interaction between teachers and students, either in physical or virtual environments. Such approach shall favor a teaching model that provides contact between professors and students of a group in real time and/or deferred lessons and other activities. In order to be able to respond promptly to any eventuality that may affect sanitary conditions, it may be required either to return to a totally classroom-based approach or to distance learning. In the event of the need to implement a distance learning approach, this teaching guide provides details as to how the Contingency Plan of the URJC will be implemented in this particular class. In the same line, the methodology and work plan as well as the grading criteria are specified for such eventuality.

The informative clause for teaching guides in case of adaptation of online teaching, in compliance with European Regulation 679/2016, of April 27, general data protection, as well as the Organic Law 3/2018, of December 5, Protection of Personal Data and Guarantee of Digital Rights-, informs students that in the event that the adaptation of teaching to the virtual environment is required, the classes taught by videoconference may be subject to recording. The treatment of personal information carried out by the Rey Juan Carlos University aims at guaranteeing the provision of teaching and is in full compliance with the legal obligations entrusted to the URJC by the Organic Law of Universities and in the exercise of its public powers (art. 6.1 of the RGPD). You can obtain more information in relation to the privacy policy of the Rey Juan Carlos University at https://www.urjc.es/proteccion-de-datos/3462-clausula-informativa-ampliada"

III.-Learning outcomes

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CG03 Knowledge of the requirements for academic research, adequate for publication in a scientific environment, promoting working capacity and interdisciplinary thinking.
CG04 Ability to apply acquired knowledge and problem-solving abilities to new, broader and multidisciplinary environments.
CG06 Ability to develop communication skills in different decision-making spheres and in different languages.
CT02 Autonomous learning.
CT05 Planning and organisation skills.
CT12 Interpersonal skills.
CE01 Analysis of the interrelationships between the agents of a tourist destination through social network analysis (SNA).
CE11 Understand the structural complexity of tourist destinations from a systemic perspective.
CE13 Knowledge and application of sustainable management tools for destinations and products.
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

MODULE 1:

1. Subject 1. Cultural Routes and Itineraries. Definition and Analysis. International Organizations. ICOMOS, COUNCIL OF EUROPE, UNESCO. The function of Cultural Itineraries for Tourism.
2. Subject 2. Cultural heritage. Evolution. Legislation. Types of cultural heritage. Protection and conservation. Cultural heritage and tourism. Management of cultural heritage and management of cultural tourism.

MODULE 2:

Cultural Itineraries of the Council of Europe and ICOMOS. Practical cases. Cultural heritage vs tourism, agents, society, promotion, routes, and territory. Royal Sites, Saint James Way. Other cultural itineraries: Heritage and other components vs. Tourism. Agents. Society. Promotion. Routes and territory. Consolidated products. Cultural Itineraraies of ICOMOS and Tourism.

MODULE 3:

World Heritage and UNESCO. Charters and International Agreements. The concept of Exceptional Universal Value. Standards. Authenticity and integrity. Tourism, congresses, and conventions. Routes and itineraries as part of World Heritage and their differences with cultural landscapes: analysis.

IV.B.-Training activities

Type	Title
Other activities	F01. Lecture classes.
Other activities	F04. Visits to World Heritage Sites.
Other activities	F03. Office hours.
Lectures	F02. It will be indicated in class.
Prácticas / Resolución de ejercicios	F02. It will be indicated 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.	0
Tests and/or exams	2
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.	15
Preparation for tests and/or exams	10
Total student workload	75

VI.-Methodology and academic programme

Type	Period	Content
Theoretical sessions	Week 1 to Week 8	M01. Content class with examples, and practical cases.
Academic tutorials	Week 1 to Week 8	M06. It will be indicated in class.
Practical sessions	Week 1 to Week 8	M03. Content class with examples, and practical cases.
Seminars	Week 1 to Week 8	M02. Specific conferences/talk and visits.

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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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Continuous ordinary assessment:
The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.
The combination of activities that are not re-assessable cannot exceed 40% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.
Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Evaluation system	Evaluation activity	Weight	Reevaluable in extraordinary call	Minimum grade	Content	Date
E05	Written test	40%	Reevaluable	5	Written test related with the content seen during the course	Official call – date to be determined
E04	Practical essay and oral presentation about an asset of a UNESCO route	10%	No reevaluble	5	Practical essay and oral prsentation about an asset of a UNESCO rout, in which elements seen in the theoretical part will be applied	During the teaching period
E07	Oral presentation about the reading of scientific articles	10%	No reevaluable	0	Oral presentation about the reading of scientific articles related to historical routes	During the teaching period

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E10	Final essay	40%	Reevaluable	5	Research, which must include an introduction, a brief description of the methodology used, the results achieved in the development of the work, a reasoned discussion of them and the bibliography on which the research, methods and other related works used in the discussion of the own results have been based.	During the teaching period

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

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

Basic bibliography

Basic bibliography:

Suarze-Inclan María Rosa . A New Category of Heritage for Understanding Cooperation and Sustainable Development, their Significance within the Macrostructure of Cultural Heritage.2005
Nicolas Adell, Regina F. Bendix, Chiara Bortolotto, Markus Tauschek (eds.) Between Imagined Communities and Communities of Practice. Published in 2015 by Universitätsverlag Göttingen as volume 8 in the series “Göttingen Studies in Cultural Property”
Bourdeau, L.; Gravari-Barbas, M.; Robinson, M. (2015): World Heritage Site, Tourism and Identity, Ashgate
Kosriainen, A. (2008): “Historical routes re-invented for tourism” en Touring the past uses of history in Editorial Finish University Network for Tourism Studies, Savonlinna, Finland
Jokilehto, J. (2005): The World Heritage List. What is OUV? Icomos, XVI
PNIT 2012-2015 http://www.tourspain.es/es-es/VDE/Paginas/PNIT.aspx
Richards, G. and Munsters, W. (2010): Cultural Tourism Research Methods.
Janet Blake. On Defining the Cultural Heritage: The International and Comparative Law Quarterly, Vol. 49, No. 1 (Jan., 2000), pp. 61-85 Published by: Cambridge University Press on behalf of the British Institute of International and Comparative Law

Saint James Way:

Hobsbawwn and Ranger (eds.) The Invention of Tradition. 1983
ICOMOS: Routes of Santiago in Northern Spain (Spain) No 669bis, 2014
Graham and Murray, Exploring the dialectics of route-based tourism: the *Camino de Santiago, 1997*
Santos, Pilgrimage and Tourism at Santiago de Compostela, 2001
González and Medina, Cultural tourism and urban management in northwestern Spain: the pilgrimage to Santiago de Compostela. 2010
Ashley and Deegan. Being a Pilgrim: Art and Ritual on the Medieval Routes to Santiago. 2009
Grabow, The Santiago de Compostela Pilgrim Routes: The Development of European Cultural Heritage Policy and Practice from a Critical Perspective, 2017.
Martorell, The Route of Santiago in Spain (Camino Francés) as WHS; its conservation and management. 2005

Rock Art:

ICOMOS: *World Heritage Rock Art Sites*. 2012
Lewis-Williams, *David. The Mind in the Cave*. Consciousness and the Origins of Art. 2002
Bataille, George. Prehistoric Painting or the Birth of Art. Lascaux. 1955
For more bibliography, see ICOMOS: Rock Art, a Bibliography. 2012 and ICOMOS, Cultural Routes, Management and Conservation: A bibliography, 2013.

Webs

http://www.momowo.eu/activities/culturaltouristicitineraries/

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Specific Doctrine:

UNESCO Records of the General Conference. Convention for the Protection of the World Cultural and Natural Heritage, 1972.
ICOMOS, Declaration of Amsterdam, 1975.
ICOMOS Charter on Cultural Tourism, 1976.
ICOMOS Charter on Cultural Routes, 2008.
UNWTO (2016), Global Report on Cultural Routes and Itineraries, XII.
CIIC, Reports of Experts, http://international.icomos.org/madrid1994/cultural_routes (1994- 11-09) UNESCO World Heritage Centre,Operational Guidelines for the Implementation of the World Heritage Convention, http://www.
Whc.unesco.org/archive/opguide05-en. Html (2005-02-02)
Council of Europe, 2010, Resolution CM/Res(2010)53.
Council of Europe, 2012, Impact of European Cultural Routes on SMEs' innovation and competitiveness (Provisional Edition)
Denu, P.; Berti, E.; Mariotti, A., 2015, *Cultural Routes management. From theory to practice. Step by step guide to the Council of*
Jokilehto, Jukka, 2005, *The World Heritage List. What is OUV?* Icomos, XVI.
Kosriainen, A. (2008) "Historical routes re-invented for tourism" en *Touring the past uses of history* in Editorial Finish University Network for Tourism Studies, Savonlinna, Finland
Millán Vazquez de la Torre, Mª G.; Morales Fernández, E.; Pérez Naranjo, L.Mª, 2010, "Turismo religioso. Estudio del Camino de Santiago", *Gestión turística*, 13, 9-37.
Montalvo Frías, A. 2005, "La Recuperación de una camino milenario. Efectos en el empleo. El Proyecto Via de la Plata_Extremadura", *IPHA*, 54, 105-107
ICOMOS: Routes of Santiago in Northern Spain (Spain) No 669bis, 2014

Consultation bibliography

IX.-Professors

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